



**Jewish Federation of Ottawa
Board of Directors Meeting
Summary of Discussion as a Report to the Community
Wednesday, March 25, 2015 at Ottawa Torah Centre**

In Attendance: Stuart Ages, David Appotive, Debbie Halton-Weiss, Steven Kimmel, Mike Shahin, Jason Shinder, Hartley Stern, Arlene Wortsman, Neil Zaret, Lenora Zelikovitz

Staff: Bram Bregman, Shelley Crawford, Andrea Freedman, Leslie Kaufman, Arieh Rosenblum

Observers: Sharon Appotive, Jeffrey Miller, Lynne Oreck-Wener

Recorder: Rachel Abenheim

I. Welcome

Steven Kimmel welcomed everyone and thanked them for coming to the meeting at Ottawa Torah Centre (OTC).

He introduced guests Rabbi Menachem Blum, who would be presenting to the board on OTC, and Ella Dagan and Maxine Miska from the Soloway Jewish Community Center (SJCC), who would follow with a presentation on the Vered Israel Cultural & Educational Programs.

II. Ottawa Torah Centre Presentation

Rabbi Blum began his presentation by providing background on the founding of OTC. They began 17 years ago, working out of the basement of the Blum's home with a goal to attract young families living in Barrhaven & Kanata who were disconnected from the community. His vision for OTC was to open a versatile centre that would offer a one-stop-shop for Jewish communal needs in this part of Ottawa.

Over the years, OTC has managed to generate a diverse following. Through partnerships with Federation, the SJCC and other local Jewish community agencies, they have grown tremendously. Their location offers opportunity for further growth, which is contemplated for the future.

Currently their membership is divided into 3 categories:

- 1) Synagogue – approximately 125 families
- 2) Hebrew School – approximately 65 families
- 3) Holiday & Course participants – approximately 100 families

Steven Kimmel thanked Rabbi Blum for his hospitality in hosting the Federation board meeting as well as for his support of Federation and tremendous work in the community.

III. SJCC: Vered Israel Cultural & Educational Program

Ella Dagan, program manager, presented to the board on behalf of the Vered Israel Cultural and Educational program. She explained that Sarah Vered founded the program with the intention of bringing Israeli culture & arts to Ottawa's Jewish community.

Ella discussed the different partnerships that Vered Israel has formed, and continues to form, with local community agencies, and some of the major events that the program organizes like the Israeli Film Festival, Yom Hazikaron and Yom Ha'Atzmaut.

She then explained how Vered Israel works towards connecting unaffiliated immigrant Jews in Ottawa. A program called The Israeli House has been a social outlet for these new immigrants. However, integrating these families still remains a long term challenge for the community. Ella shared some ideas as to how this challenge could be addressed, including Shabbat dinners with community leaders and partnerships with agencies attracting young families and children, like Camp Gesher and the SJCC.

Steven Kimmel thanked Ella and Maxine for presenting to the board.

IV. Approval of Board Meeting Minutes

Steven Kimmel called the Federation board meeting to order at 6:09 pm.

Jason Shinder **moved** to approve the minutes from the December 17th 2015 Federation board meeting. Neil Zaret **seconded. Carried.**

Stuart Ages **moved** to approve the minutes from the February 5th 2015 Federation Board meeting. David Appotive **seconded. Carried.**

Stuart Ages **moved** to approve the minutes from the February 26th 2015 Federation Board meeting. David Appotive **seconded. Carried.**

V. President's Report

Andrea Freedman provided updates to the circulated president's report.

- The Federation & SJCC transitioned to the new phone system. The transition was relatively smooth and everything seems to be working well.
- Net Promoter Score (NPS) update- to measure improvement, Andrea circulated the same question originally sent to all the respondents of the original survey to rate their satisfaction with Federation.
 - 1st round Federation scored 6.4/10
 - 2nd round 7.8/10, with many of the original respondents increasing their original score
 - 46% of respondents improved their rating, 50% remained the same and 4% decreased. The vast majority of comments were very positive.

- Key Performance Indicators (KPIs) - Andrea explained that Federation is on track to achieving many of its goals. Many of the yellow items should transition to green by the summer. With regards to the red items, extra efforts will be made, while for others, Federation will review to ensure greater achievement for next year (e.g. number of new gifts).

VI. Finance Report

Shelley noted that there would be 3 items for the finance report: the review of the audited statements of the Federation, a review of the current finance report and an update on the Audit/Finance committee work plan.

Though the audited financial statements were approved at the February meeting, a fulsome discussion of the statements had been deferred. As such, Shelley asked the board to refer to the Executive Summary that was pre-circulated. Shelley reviewed the campaign results for the Schachnow/Krantzberg campaign, including pledges, golf, Foundation grants, flow-through donations, expenses and allocations. She highlighted the success of the campaign. The results of Federation Service programs were also reviewed, including write-offs of the Ottawa Jewish Bulletin loans. All questions were answered to the members' satisfaction.

Shelley then asked the board to refer to the current financial report that had been pre-circulated. Shelley noted that all business units are running favorable to budget at this time.

Shelley noted that the Audit/Finance committee is undertaking a review of major agencies, starting with the SJCC. As well, preparation of the JFO operating budget for 2015/16 has commenced.

VII. Campaign Update

Jeffrey Miller provided the 2015 Campaign update.

- As of March 24, Federation had raised approximately \$4.22M, a 4.4% increase from last year on a gift by gift basis.
- Women's Division is up by 5.7% on a gift by gift basis, having raised \$996,159 from 717 gifts.

Jeffrey explained that 2016 planning is well underway. Campaign kickoff will be taking a new approach, with the Ben Gurion society organizing the 2016 event.

VIII. Campus & Security Update

Neil Zaret provided the board with the Campus update. He discussed the 5% savings that Campus was tasked with finding for buildings 11 and 31, noting that a new model for custodial services will achieve sustainable savings greater than 5% per year, but in all likelihood, not in the current fiscal year.

Stuart Ages provided the board with a Security update. He explained that at the November meeting approval was given to spend up to \$40K on security enhancements. To date \$33,676 has been spent.

To complete the holistic recommendations from the on-campus security audit, additional funding in the neighborhood of \$200K will be required. Of the \$200K, a minimum of \$64K is potentially eligible from the Public Safety Canada Security Infrastructure Program (SIP) grant, with a 50% match in cash and in-kind contributions. A request to apply for this funding with the approval of an allocation of \$32K from campus reserves to proceed if we receive government approval was put forward to the board.

The remaining, approximately \$140K of recommended priority spending, will be brought to the board at a later date, after the committee conducts further research into alternative funding. However, some of the recommendations are only for long-term consideration.

Stuart Ages **moved** to request approval to apply for federal funding via the Public Safety Canada SIP program with approval to allocate \$32K from campus reserves to meet our obligation to match the award. Hartley Stern **seconded. Carried.**

Next, Stuart explained that based on the recommendation made by Adam Cohen and Zak Shusterman to have an additional guard on duty during daytime hours to enhance security, an allowance of an additional \$40K in spending per year is being requested.

Stuart Ages **moved** to request approval to spend up to \$40K per year for permanent additional security personnel on campus, to be charged to the campus budget. Debbie Halton-Weiss **seconded. Carried.**

There was some discussion as to whether security funding would be of interest to a select group of donors and this will be explored.

IX. Nominating Committee Interim Report

Debbie Halton-Weiss provided an update to the board on the nominating committee process for the new board term. She explained that 3 directors would be leaving the board, and prospective candidates are being approached. In addition, Hartley Stern has agreed to be the next Vice Chair of the board. The slate of director candidates and officer appointments will be brought to the April board meeting for approval.

Debbie thanked the following people for their dedicated service to the Federation board: Lauren Bronstein and Neil Zaret. She then added that her term as past chair was coming to an end as is her tenure on the board. Steven thanked Debbie for her exceptional service.

X. School Update

Neil Zaret provided information on early enrollment commitments for fall 2015. He explained that OJCS received a record number of early commitments, compared to previous years, with 179 students confirmed for the fall. However, it is still too early to predict final enrollment numbers and the fast

enrollment may be attributed to a number of factors (e.g. parents are now used to the process). In all likelihood, the ADK class will be smaller than the current year which is a significant concern.

Bram Bregman provided an update on the Jewish High School Education task force chaired by Ron Prehogan. Bram explained that he and Ron established the following goals for the task force:

- Starting from scratch, find a sustainable Jewish high school education model that will work in our community.
- If they are not successful in accomplishing the first goal, they will then explore alternative options for Jewish high school education in Ottawa.

The task force will include 10 people, but will involve many consultations to ensure a thorough review of all options. This includes researching similar communities and studying their best practices as well as engaging our local community, its families and students.

The task force will report back to the board by early fall.

The meeting was adjourned at 7:26pm.