



**Jewish Federation of Ottawa
Board of Directors Meeting
Summary of Discussion as a Report to the Community
Wednesday, May 20, 2015 at the Soloway Jewish Community Centre**

In Attendance: Stuart Ages, David Appotive, Lauren Bronstein, Jennifer Kardash, Linda Kerzner, Steven Kimmel, Mike Shahin, Jason Shinder, Hartley Stern, Arlene Wortsman, Lenora Zelikovitz

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

Observers & Presenters: Sharon Appotive, Sarah Beutel, Ariel Fainer, Jeff Miller, Gillie Vered

Recorder: Rachel Abenhaim

I. Welcome

Steven Kimmel called the meeting to order at 5:01 pm.

Steven welcomed and thanked everyone for attending. He explained that Gillie Vered, Chair of the Allocations task force, would be joining the meeting later on to present.

II. Approval of Board Meeting Minutes

Arlene Wortsman **moved** to approve the minutes from the April 22, 2015 Federation board meeting. Jennifer Kardash **seconded. Carried.**

III. President's Report

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

- Andrea explained that Paul Lewis, Program officer for PJ Library and the Harold Grinspoon Foundation, visited the Ottawa community to meet key community members and complete an assessment of our community with regards to how we run the PJ Library program. Ottawa already meets most of their newly developed criteria and continues to grow and be a model PJ Library program.
- Andrea provided further information on the Top Donor briefing discussed in her report. She explained that the second meeting had a larger turn out which resulted in more animated discussion. Their main area of interest was Jewish education.

IV. Strategic Plan Update

Andrea provided an overview on the strategic plan year one deliverables. She explained that for each of the five goals set out in the strategic plan, Federation outlined key deliverables. She highlighted the success and areas of improvement from the first year of implementation, then explained that an extensive report would be circulated to the board and community. There was a great deal of discussion around the need to maximize dollars available for allocation to agencies.

In conclusion, Andrea explained that the year two deliverables would be presented to the board in September.

V. School Funding Report

Sarah Beutel presented the school funding report. She highlighted the changes to this year's funding from previous years then called for questions from the board. The board raised a few concerns that led to discussions around revisiting the process and formula before the next round of funding.

Hartley Stern **moved** to accept the school funding report and that Federation will undertake a review of the school funding process prior to the next academic year. Lauren Bronstein **seconded. Carried.**

VI. Allocations Task Force

Gillie Vered presented highlights from the previously circulated Allocations task force report. He explained the group's goals and evaluation methods. Using the Federation's four pillars, the task force came up with five recommendations for the board's approval.

Andrea shared the concerns of the SJCC with regards to the level of baseline funding. Gillie, with the support of Sarah Beutel, addressed all questions and concerns to the board's satisfaction.

Arlene Wortsman **moved** to accept the recommendations presented in the allocations task force report. Jason Shinder **seconded. Carried.**

VII. Emerging Generation Update

Ariel Fainer shared the following Emerging Generation (EG) highlights with the board.

- EG Campaign is up by 64% over last year
- EG now has a steering committee to assist with branding & programing
- PJ Library continues to grow in Ottawa, with 345 active participants
- PJ events have offered opportunities to partner with different community agencies, leading to new participants getting involved in community and Federation events
- Next step for PJ Library is to put together a steering committee of parents to assist with future planning and programming

VIII. Jewish High School Education Task Force

Bram Bregman provided an update to the board on the high school task forces' progress and research. He explained that a next step for the task force is to hold focus groups and engage in consultations with prospective families.

A robust discussion took place around Jewish education in Ottawa and it was decided that a larger discussion is needed at the June meeting.

IX. Campaign Update

Sharon Appotive provided the campaign update.

- Federation has raised approximately \$4.2M, a 4.2% increase from last year on a gift by gift basis;
- Women's Division has raised over \$1M and is up by 5.8% on a gift by gift basis;
- 2016 card allocation meetings started and will continue into the coming weeks

The meeting was adjourned at 6:58 pm.