



**Jewish Federation of Ottawa
Board of Directors Meeting**

Summary of Discussion as a Report to the Community

Wednesday, September 13, 2017
Soloway Jewish Community Centre

In Attendance: David Appotive, Sharon Appotive, Kevin Barwin, Aviva Ben-Choreen, Harold Feder, Stacy Goldstein, Sender Gordon, Michael Polowin, Victor Rabinovitch, Nikki Shapiro, Hartley Stern, Danya Vered, Lenora Zelikovitz

Staff: Sarah Beutel, Andrea Freedman, Micah Garten, Leslie Kaufman, Judie McKenney

Recorder: Rachel Abenhaim

I: Welcome – Hartley Stern

Hartley Stern called the meeting to order at 5:30pm.

He welcomed Board members to the first meeting of the year and then asked everyone to introduce themselves and their board responsibilities.

II: Approval of Board Meeting Minutes – Hartley Stern

Hartley called for a motion to approve minutes from the June 8, 2017 Jewish Federation of Ottawa board of director's meeting.

First – Harold Feder

Second – Stacy Goldstein

Motion carried.

III: Augmenting Fundraising – Hartley Stern

Hartley introduced the topic by explaining that Federation requires approximately \$6M to meet the community funding needs. Currently the Annual Campaign raises \$4.5M. The document circulated to the board, confidential and for discussion purposes only, discussed why the extra dollars are needed and how we might raise an additional \$1.5M.

The board offered suggestions and potential considerations for future development of fundraising strategies. Overall there was positive feedback and support from the board on the initiative. This will be an on-going discussion at the board table.

IV: Strategic Plan- Year 4 Work Plan– Andrea Freedman

Andrea introduced the work plan by providing new board members with an update on the process. She explained that when the 5 year strategic plan was developed, Federation promised to deliver yearly

work plans that would guide Federation in meeting the goals of the strategic plan.

Andrea explained that the aim this year was to take on fewer initiatives but to be specific and targeted with the ones we are undertaking. Further, Federation will continue to implement initiatives put in place in the first three years.

Following some questions from the board, a recommendation was made to reword a key deliverable under Goal #4 so the language would encompass all Jewish education.

Hartley called for a motion to accept the 4 year work plan as presented.

First – Michael Polowin

Second – Lenora Zelikovitz

Motion carried.

V: 2017/18 Budget – Judie McKenney

Judie presented the 2017/18 budgets for the following companies:

1. Jewish Federation of Ottawa Services
2. Ottawa Vaad Hakashrut
3. Annual Campaign Expenses
4. Jewish Community Campus of Ottawa
 - i. Building # 31 (School)
 - ii. Campus Management
 - iii. Building # 11 (Kerr)
 - iv. 284 Laurier/Hillel House
5. Ottawa Jewish Bulletin Publishing Co. Ltd.

All questions were addressed to the board's satisfaction.

Judie was asked to report on the following at the November 15 board meeting:

- The impact (approximate dollar value) on Federation as a result of the proposed provincial minimum wage increase anticipated for 2018.
- The square footage shortfall resulting from tenants who do not fully contribute to capital contingency reserves.

The board agreed to table a discussion on Kerr land until a future meeting.

Hartley called for a motion to approve the 2017/18 budgets for Jewish Federation of Ottawa Services, Ottawa Vaad Hakashrut, Annual Campaign Expenses, Jewish Community Campus of Ottawa, Ottawa Jewish Bulletin Publishing Co. Ltd..

First – Lenora Zelikovitz

Second – Danya Vered

Motion carried.

VI: President's Report – Andrea Freedman

Andrea provided an update to the previously distributed report.

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VII: Campaign Report – Sharon Appotive & Aviva Ben-Choreen

Sharon & Aviva provided the following 2018 Campaign updates:

- 37 cards have been closed with approximately \$204,000 pledged.
- Promoted both Kickoff events, and announced tickets sales. Sharon & Bram sold over 700 tickets and Hillel Neuer sold over 300 tickets.
- Canvasser training took place August 29th, over 70 canvassers attended
- Successful Top Donor reception occurred on September 11th with noted PJ Library philanthropist Harold Grinspoon and Grinspoon Foundation President Winnie Sandler Grinspoon.
- Choices will take place on November 1st, and has already surpassed its sponsorship goals.

VIII: Members At Large – Leslie Kaufman

Leslie explained the role of the Members at Large for new board members and explained that the slate being presented for approval has been asked to serve a 2 year period, 2017-19.

Hartley called for a motion to approve the slate of 2017/19 Members at Large with a term to continue in effect until the close of the Jewish Federation of Ottawa's Annual General Meeting in 2019.

First – David Appotive

Second – Kevin Barwin

Motion carried.

The meeting was adjourned at 6:46pm