

THE OTTAWA JEWISH COMMUNITY FOUNDATION
MEETING OF THE BOARD OF DIRECTORS
Investing in Our Future

THURSDAY, JANUARY 14, 2021
MINUTES

Minutes of a Meeting of the Board of Directors of THE OTTAWA JEWISH COMMUNITY FOUNDATION (the 'Foundation') held by Zoom conference at 8:00 AM on Thursday, January 14, 2021.

<u>PRESENT:</u>	Sharon Appotive, Jonathan Ben-Choreen Freedman, Adina Libin, Sandy Pollack, Lawrence Soloway, Gillie Vered, Lawrence Weinstein, Ken Wright, Neil Zaret, Erin Zipes
<u>STAFF:</u>	Solange Ashe, Andrea Freedman, Micah Garten, Leslie Kaufman

MEETING CALLED TO ORDER:

Lawrence Weinstein welcomed everyone and called the meeting to order at 8:02 AM.

Lawrence extended the following message from the Foundation regarding Rabbi Bulka:

“For many of us, our relationship with Rabbi Bulka runs deep. He has always been with the community in times of celebration and sorrow. While we process the painful and difficult news of his illness, at the same time, we know how important the future of the Jewish community is to the Rabbi and how much he values the Foundation’s work, as he served as a board member for many years. We wish the Rabbi the best possible outcome.”

APPROVAL OF DECEMBER 10, 2020 MEETING MINUTES

Lawrence asked if there are any questions arising from the meeting minutes of December 10, 2020. A motion to approve the meeting minutes was made.

Moved by: Lawrence Soloway

Seconded by: Neil Zaret

Approved: Unanimously

PRESIDENT’S REPORT AND NEW COMMITMENTS REPORT

Andrea Freedman asked if there were any questions arising from the written material, and provided the following updates:

- The Foundation’s 50th was launched on January 1st, and every opportunity for promotion is being taken. The Ottawa Jewish Archives is posting Foundation pictures through social media and engaging the community in identifying the photo subjects and encouraging discussion.
- Life & Legacy remains active.

Lawrence thanked Andrea for her presentation.

INVESTMENT UPDATE

Lawrence Soloway asked if there are any questions arising from the written material and advised that as

of December 24th, the portfolio stands at \$73.4M, which represents a return, net of fees, of approximately 4%. The returns for the year are expected to be in the range of 4.5%.

Lawrence confirmed that BNY Mellon is selling the Canadian Wealth Management Division to Guardian Capital.

Lawrence thanked Lawrence Soloway for his update.

APPROVAL OF REVISED 2019-2023 STRATEGIC PLAN

Andrea Freedman reviewed the written material and advised that based on the impact of the pandemic, it was prudent to prepare a Revised Strategic Plan that reflected the fundraising challenges and opportunities.

Revisions included an increase in Life & Legacy metrics for legacy giving and eliminating the face-to-face metrics, which are less meaningful to track in the Life & Legacy program. Additionally, the fundraising goal was modestly reduced.

Lawrence asked for a motion to approve the Revised 2019-2023 Strategic Plan.

Moved by: Lawrence Soloway

Seconded by: Neil Zaret

Approved Unanimously

Lawrence thanked Andrea for her presentation.

APPROVAL OF 2021 BUSINESS PLAN

Andrea Freedman explained that the 2021 Business Plan is a reflection of the revised Strategic Plan, and asked if there were any questions arising from the written material.

Lawrence asked for a motion to approve the 2021 Business Plan.

Moved by: Gillie Vered

Seconded by: Ken Wright

Approved Unanimously

Lawrence thanked Andrea for her presentation.

LIFE & LEGACY UPDATE

Micah Garten asked if there were any questions arising from the written material. Micah confirmed that the January 19th and February 23rd training sessions will take place by Zoom.

Micah advised that he has spent the last two weeks meeting with each partner to encourage and motivate them after the holidays. It is expected that many of the partners will achieve or exceed attaining the annual 18 letters of intent, with some struggles for those agencies with reduced bandwidth or more limited reach.

Lawrence thanked Micah.

FOUNDATION 50TH

Andrea provided an update, advising that a community eblast was sent out on January 6th, with ongoing promotion on social media.

Andrea confirmed that Mark Wilf, owner of the Minnesota Vikings, will be speaking on March 31st. Naomi Azrieli and Ronald Lauder have confirmed that they will speak and the Foundation is in the process of confirming dates.

Lawrence thanked Andrea.

ADJOURNMENT:

Lawrence adjourned the meeting at 8:34 AM.