



**THE OTTAWA JEWISH COMMUNITY FOUNDATION  
MEETING OF THE BOARD OF DIRECTORS**

**WEDNESDAY, JANUARY 18<sup>TH</sup>, 2017  
MINUTES**

Minutes of a Meeting of the Board of Directors of THE OTTAWA JEWISH COMMUNITY FOUNDATION (the 'Foundation') held at the head office of the Foundation at 4:30PM on Wednesday, January 18<sup>th</sup>, 2017 in the Boardroom of the Soloway Jewish Community Centre, 21 Nadolny Sachs Private, Ottawa, Ontario K2A 1R9.

- PRESENT:** Jonathan Freedman, Michael Landau (Chair), Mitchell Leitman, Adina Libin, Lynne Oreck-Wener, Lorne Segal, Fred Seller, Lawrence Soloway, and Gillie Vered;  
via teleconference: Debbie Weinstein.
- STAFF:** Mike Bazuk, Sylvain Beaudry, Andrea Freedman, Leslie Kaufman and Arieh Rosenblum
- INVITED GUESTS:** Via teleconference: Linda Kerzner.

**MEETING CALLED TO ORDER:**

Michael called the meeting to order at 4:30PM and welcomed all in attendance.

**APPROVAL OF MINUTES:**

Michael asked if there were any questions arising from the meeting minutes of December 14<sup>th</sup>, 2016. No questions or business were raised and a motion to approve the meeting minutes was made:

Moved by: Mitchell Leitman  
Seconded by: Lawrence Soloway  
Approved Unanimously

**PRESIDENT'S REPORT:**

Andrea Freedman presented her report on activities of the Foundation since December's Board meeting; there were no questions. Andrea provided a quick update to the New Commitments report, noting that one new B'nai Mitzvah fund has already been opened; additionally, \$120,000 has been contributed into existing third-party managed funds and approximately \$7,400 has been received in tribute card donations (unfortunately, due to a significant death in the community). All questions were answered to Board members' satisfaction.

**2017 BUSINESS PLAN:**

Andrea introduced the proposed business plan that was circulated in the Board package. Andrea explained the rationale in determining the 2017 benchmarks, noting that the proposed goals align well with the 5 year Strategic Plan, particularly with respect to the Fundraising and Education & Outreach targets. Discussing that Foundation is on the right trajectory to meet all of the targets of the Strategic Plan, Andrea did note that the Living Legacy initiative did not receive a strong response from donors despite several marketing strategies and

prospect development opportunities. With that in mind, the Living Legacy giving vehicle will still be offered, but additional tracked goals attached to it have been removed.

The review of the Business Plan review led to a greater discussion about launching a new fundraising campaign in the style of the original Community Endowment Campaign to ensure Legacy gifts from the aging donor population are committed to Foundation. After some discussion it was noted that it would be pertinent to include an initiative of this nature in the next Strategic Plan.

All questions were answered to Board members' satisfaction and a motion was made to approve the 2017 business plan:

Moved by: Lawrence Soloway

Seconded by: Jonathan Freedman

Approved Unanimously

**FINANCIAL AND INVESTMENT UPDATE:**

Sylvain Beaudry provided an update on the Foundation's financial and investment activities. He noted that, as of November 30<sup>th</sup>, the portfolio returned 9.3%, net of fees. He explained that the equity markets saw a strong performance; however, other markets were rather flat. It was further noted that U.S. equities may benefit from stimulus plans. All questions were answered to Board members' satisfaction.

**POTENTIAL FOUNDATION EVENT:**

Lynne introduced this discussion, noting that one of the outcomes from the Board retreat was an interest in holding a signature Foundation event. The Board revisited this discussion and it was agreed that it would be beneficial to both donors and Foundation's profile to host such an event (and serve as an entry point for potential new donors). It was suggested that an event could be held biennially, and should be chaired and governed by a dedicated committee that reports to the Board. The committee will need to have clear goals that will inform the style of the event and identify potential speakers. It was suggested that planning begin for an event as early as this summer and a number of Board members agreed to serve on the committee. No motion was required.

**PIPELINE DISCUSSION:**

Arieh presented the Pipeline and put forth some potential prospects for the Board's consideration. Valuable information was provided in terms of how to approach potential prospects. Arieh thanked the Board for their feedback.

**BOARD DEVELOPMENT – THE FACE TO FACE:**

Michael discussed that a roleplay activity had been prepared for the Board focusing on face to face meetings with donors. Being cognizant of Board members' time, Michael asked if the Board would be agreeable to moving this item to the next meeting. The Board agreed and it was noted that this item will be moved to the front of the agenda so that the Board will receive full value from the exercise.

**ADJOURNMENT:**

Michael thanked everyone for their participation and the meeting was adjourned at 5:50PM.