



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

THURSDAY SEPTEMBER 7, 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 4:30 PM on Thursday September 7, 2017 in the Boardroom of the Soloway Jewish Community Centre, 21 Nadolny Sachs Private, Ottawa, Ontario K2A 1R9.

<u>PRESENT:</u>	Jonathan Ben-Choreen Freedman, Michael Landau (Past Chair), Mitchell Leitman, Sandy Pollack, Lawrence Soloway, Gillie Vered (Chair), Lawrence Weinstein (Vice Chair) Ken Wright, Hartley Stern (Chair, Federation)
<u>STAFF:</u>	Micah Garten, Andrea Freedman, Leslie Kaufman, Judith McKenney

MEETING CALLED TO ORDER:

Gillie called the meeting to order at 4:40 PM and welcomed all in attendance.

WELCOME & INTRODUCTION OF DIRECTORS:

Gillie welcomed and introduced two new Board Members, Sandy Pollack and Ken Wright.

Gillie commenced the meeting by identifying initiatives and sharing ideas he'd like the board to work towards for the next two years. These include:

- Increasing the Foundation's "profile" through social media
- Maintaining the increased attendance at the AGM with continued improvement in 2018
- New events to increase participation and involvement such as "Wine, Women, and Wisdom", a women's initiative introduced by Adina Libin
- Revitalizing current marketing materials to make them more "user" friendly
- Fundraising
 - Exploring opportunities for flow-through investment and tax efficient giving
 - Investigating and developing new procedures for approaching endowment funds – the ability to give more than 3.5% - what would the parameters be? Making giving more donor-centric
 - Focusing and refining Fundraising efforts
 - Spending time identifying the best prospects for more efficient, targeted asks
- Planning for 2021 – the Foundation's 50th Anniversary – we should start planning now for how to celebrate this achievement

He introduced Lawrence Weinstein as the Vice Chair, Lawrence Soloway as Chair of the Investment Committee, and Fred Seller (absent) as Chair of the Fundraising and Outreach Committee.

WELCOME & INTRODUCTION OF NEW STAFF:

Gillie introduced Micah Garten, the new Director of Development and Judith McKenney our new Chief Financial Officer, highlighting their strengths and previous experience and welcoming them to the organization.

APPROVAL OF MINUTES:

Gillie asked if there were any questions arising from the meeting minutes of May 24th and June 7th, 2017. No questions were raised and a motion to approve both meeting minutes was made:

Moved by: Mitchell Leitman
Seconded by: Michael Landau
Approved Unanimously

OVERVIEW OF FLOW-THROUGH SHARES:

Gillie invited Ron Bernbaum (Founder) and Albert Labelle (Partner) from Pear Tree Financial Services Ltd. to present on/explain flow-through investments. They are representatives from one of several providers who facilitate this tool where donors contribute to their charities of choice in a way that maximizes their donation.

Discussion as to whether this is a viable tool for the community and how it could be used for new endowments ensued. Suggestions were made to reach out to our auditors (GGFL) for additional literature surrounding this type of gift giving, and for exploring the range of other Ottawa providers.

Gillie asked for volunteers on the board to further explore this idea. Mitchell Leitman, Jonathan Freedman and Lawrence Soloway agreed to this.

Hartley Stern, Board Chair for the Federation suggested we consider sharing this tool with the Board and fundraisers of the Federation campaign as the donor pool is similar (or potentially identical).

PRESIDENT'S REPORT:

Andrea Freedman presented her distributed report. Clarification was requested on defining categories on the New Commitments Report. All questions were answered to the committee's satisfaction.

FINANCIAL AND INVESTMENT UPDATE:

Judith McKenney provided an update on the Foundation's financial and investment activities. She recapped BNY Mellon's Q2 update from the Investment Committee meeting on August 28th. All questions were answered to the committee's satisfaction.

FUNDRAISING:

Micah Garten gave an overview of some items he's been working on in his first few weeks with the Foundation. This included his contribution to developing new marketing materials for the foundation, recruiting members for the Fundraising and Outreach Committee, and the prospects he's added to the pipeline.

ADJOURNMENT:

Gillie thanked everyone for their participation and the meeting was adjourned at 6:08 PM.