



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

Summary of Discussion as a Report to the Community

Wednesday, April 11, 2018
Soloway Jewish Community Centre

In Attendance: Kevin Barwin, Harold Feder, Stacy Goldstein, Michael Polowin, Hartley Stern, Danya Vered, Linda Kerzner, Victor Rabinovitch, Sender Gordon

Special Guest: Allyson Grant, Associate Director, Government Relations and Ottawa Public Affairs, CIJA

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

Recorder: Solange Ashe

I: Welcome – Michael Polowin

Michael Polowin welcomed the board and called the meeting to order at 5:31 pm.

II: Approval of Board Meeting Minutes – Michael Polowin

Michael called for a motion to approve the minutes from the March 7, 2018 Jewish Federation of Ottawa board of director's meeting.

First – Kevin Barwin

Second – Harold Feder

Motion carried.

III: BDS and Best Practices

Michael welcomed Allyson Grant and invited her to present the challenges of dealing with BDS and her experiences both in her role on campuses for the Federation and her Government Relations position with CIJA.

Allyson explained BDS and identified the following challenges:

- The strategy of BDS activists has changed significantly from militaristic to more universally identifiable terms as “freedom”, “justice” and “equality”, and no longer labelling the platform “BDS”. This challenge will have to be met, both in the political sector and on campus.
- Political parties, such as the Green Party and NDP, have also been impacted by BDS' new strategy.

CIJA and Federation can address these challenges by:

- Advocating – focusing on opinion leaders and building relationships on terms that resonate.
- Organizing – coming together, keeping calm and getting out the vote.
- Speaking with one voice – when speaking publicly, we need to make sure the message fits what we know will work strategically.

Michael thanked Allyson for her presentation and the good work she has been doing on behalf of CIJA and Federation.

IV: The Jewish Superhighway – Andrea Freedman

Andrea provided an update on the Jewish Superhighway strategy:

- Danya Vered has agreed to chair a committee that will look at how the Federation allocates the new pool of funds that are raised. Danya will provide recommendations and work closely with the Grants & Evaluations Committee.
- An overview of revised collateral was circulated, including an insert that can be customized for individual donors. Thus far, two significant donor presentations have been made using customized collateral.
- At the May 2nd Members Meeting, Andrea will present the Jewish Superhighway strategy.

A discussion ensued, and the board stressed the need for allocation of funds to be transparent.

V: Year 4 Work Plan Update – Andrea Freedman

Andrea advised that the Federation is on track with most of the initiatives, with the following exceptions:

- The Federation consulted with AJA50+ and was advised that the proposed metric for the volunteer engagement program for seniors was not aligned with their needs. The new strategy will be to spend more one-on-one time and try to engage seniors in volunteer opportunities, such as setting up a table in the lobby during volunteer week and having conversations with seniors about what some of their needs & interests are in the community. The board approved this revised strategy.
- It is unclear as to whether the target for the number of new donors will be reached.

VI: Finance Report – Judith McKenney

Michael thanked Judie for her report and asked if there were any substantive changes of note. There were no substantive changes or questions from the board.

VII: Nominating Committee Report

Linda presented the nominating committee report for approval. Three board members will serve another term: Hartley Stern, Victor Rabinovitch, and Danya Vered. Lenora Zelikovitz's term will be ending in June. Jessica Greenberg has agreed to join the board.

Michael Polowin will continue as Vice Chair. Harold Feder will assume the role of Treasurer, and Kevin Barwin will assume the role of Secretary.

Michael called for a motion to approve the Nominating Committee Report.

First – Linda Kerzner
Second – Danya Vered
Motion carried.

VIII: Campaign Report – Micah Garten

Micah confirmed that the campaign is at \$4.31M which represents a 4% increase on gifts that are in. There is a total of 1,780 gifts to date, with a number of additional gifts closing in the coming weeks.

IX: President's Report – Andrea Freedman

Andrea asked if the board had any questions with respect to the report. She then provided the following updates:

- Karen Palyew has accepted the role of incoming Woman's Campaign Chair.
- It was recently brought to our attention that the Heritage Committee is thinking about deeming the house that late Mayor Charlotte Whitten lived in a heritage site. Mayor Whitten was a virulent racist and anti-semitic and past efforts to honor her memory have been successfully shut down. Accordingly, Federation opposes any and all efforts that explicitly link her residence to a heritage site. This position has been shared with Mayor Watson's office.

X: Good & Welfare

Hartley advised that Minister Bob Chiarelli will be on campus for a press conference at the SJCC on Friday, April 13th, at 10:45 am, to announce that the province has confirmed a gift of \$5.1M for a new Integrated Living Centre for Tamir clients. The Azraeli Foundation has committed an additional \$2.5M. This is very exciting news for our community!

The meeting was adjourned at 6:31pm

XI: In Camera Session

The board met privately.