



Jewish Federation of Ottawa
Board of Directors Meeting
Summary of Discussion for the Community

Wednesday, December 18, 2019
Board Meeting

In Attendance: Kevin Barwin, Harold Feder, Stacy Goldstein, Jessica Greenberg, Jeff Laks, Karen Palayew, Michael Polowin, Victor Rabinovitch, Nikki Shapiro, Ian Sherman (phone), Hartley Stern, Danya Vered.

Staff: Sarah Beutel, Andrea Freedman, Micah Garten, Leslie Kaufman.

Guests: Jonah Rabinovitch, Jordan Waldman.

Recorder: Cibebe Rosa.

I: Welcome – Michael Polowin

The meeting was called to order at 5:29 pm.

Michael welcomed everyone and introduced guests Jonah Rabinovitch, Chair of the Ottawa Vaad HaKashrut Lay Committee, and Jordan Waldman, Emerging Generation and PJ Library Director.

II: Approval of Board Meeting Minutes – Michael Polowin

Michael called for a motion to approve the Minutes from the November 20th Board of Directors meeting.

Moved: Kevin Barwin

Second: Hartley Stern

Motion carried

III: OVH Drop-off Policy – Jonah Rabinovitch

Michael introduced Jonah Rabinovitch, Chair of the Ottawa Vaad HaKashrut Lay Committee, who presented the proposed revision to the catering policy, specifically Catering vs. Drop-off. The Board received the new policy in advance of the meeting, and Jonah answered questions.

Michael thanked Jonah, Leslie, and the entire Ottawa Vaad HaKashrut Lay Committee for their hard work. He then called for a motion to approve the proposed revision to the Catering Policy.

Moved: Hartley Stern

Second: Jeff Laks

Motion carried

IV: EG Update – Jordan Waldman

Jordan thanked the board for the opportunity to present the Emerging Generation report, and then he explained that its purpose is the engagement of those under 40 in the community.

Emerging Generation

- The EG Campaign is co-chaired by Zev Kershman & Emma Mallach. Currently, 20 canvassers have secured 101 gifts for a total of \$54,241. This represents a 43% increase from last year on a gift-by-gift basis.
- The Ben Gurion Society has 4 new members, totalling 24 individuals/couples. While still short of last year's total of 31, the campaign is not yet complete.

- With an attendance of 25-30 people per event, monthly Happy Hours help engage young professionals in the community.
- Other events this year included: the EG Casino, Chanukah Ball, and new niche events such as Spin & Nosh.
- An important initiative for 2020 is J-Fellows, a program to engage young people interested in community and professional development.

PJ Library

- Approximately 800 children receive books monthly, in 577 households, one of the highest market penetration rates at 65%.
- PJ Goes to the Animals, Sukkot with PJ Grand-parents, PJ Parents night out, Havdalah with Temple Israel, and a recent PJ Chanukah event are some examples of well-attended and well-received events held since September.
- Additionally, since September, 37 get together grants were approved for small programs hosted by individual families (e.g. Shabbat Dinners). This is a cost-effective way of expanding PJ's reach and ensuring diverse programs are held throughout the city.

The board suggested there is a need to help newcomer young families find family doctors.

V: Campaign Update – Karen Palayew

Karen presented a short campaign update. The campaign is currently at \$4.2M, representing an increase of 6% on a gift-by-gift basis over last year, with 68% of the matching fund being utilized to date.

VI: President's Report – Andrea Freedman

Andrea noted the following updates:

- In May, Ottawa will host the National coast-coast P2G meetings. Additionally, the JFC-UJA Board Meeting, scheduled for June 7th, will likely be held in Ottawa.
- The first meeting of the school endowment campaign, called the Generations Trust for Jewish Education, took place on December 17th. It was a productive meeting between the leadership of Federation, both day schools, and the leadership of the Generations Trust campaign. Shortly, a white paper will be circulated to all three boards.
- After all current expenses pertaining to the Kerr property, Federation netted \$73,000, which has been added to the reserve. These new dollars will be included as part of Management's proposal in 2020 regarding the reserve.

VII: Annual Work Plan Update – Andrea Freedman

The Board received an update on the 2019/20 Business plan in advance of the meeting. Overall, the majority of goals are either accomplished or on track to be accomplished. The significant outlier is that it is unlikely that the entire challenge fund will be utilized.

- There was a robust discussion around community conversations – the initial intent, what has transpired and what are the goals of this initiative.
- The board requested specifics on the actions taken to strengthen employee engagement and the following were noted: monthly coffee talks with the CEO, recognition of employees based on years of service, based on the recommendations of a staff workgroup, modest changes were made to the benefits package, enhanced professional development, and work anniversary recognition from the CEO.

Michael thanked Andrea for sharing the update. He reminded everyone about the importance of answering the Board Profile questionnaire sent on December 4th.

VIII: Strategic Priorities Funding – Ian Sherman

The Board received a memo with the envelope amounts for the 2020-2021 Program, Organizational & School Funding in advance of the meeting. There were no questions and Ian Sherman, Chair of Strategic Priorities Committee, made a motion to approve the 2020-2021 envelope amounts for Program, Organizational & School Funding.

Moved: Ian Sherman

Second: Harold Feder

Motion carried

The meeting was adjourned at 6:46 pm.