



Jewish Federation of Ottawa

Board of Directors Meeting

Summary of Discussion as a Report to the Community

Wednesday, February 7, 2018

Soloway Jewish Community Centre

In Attendance: David Appotive, Kevin Barwin, Harold Feder, Michael Polowin, Hartley Stern, Danya Vered, Lenora Zelikovitz, Aviva Ben-Choreen, Linda Kerzner

Regrets: Stacy Goldstein, Sender Gordon, Victor Rabinovitch, Nikki Shapiro, Rabbi Bulka

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

Recorder: Solange Ashe

I: Welcome – Hartley Stern

Hartley Stern welcomed the board and called the meeting to order at 5:02pm.

He welcomed Scott Goldstein who would be speaking in conjunction with Harold Feder on the Grants & Evaluation Committee report.

II: Approval of Board Meeting Minutes – Hartley Stern

Hartley called for a motion to approve minutes from the December 5, 2017 Jewish Federation of Ottawa board of director's meeting.

First – Michael Polowin

Second – Harold Feder

Motion carried.

III: The Jewish SuperHighway

Andrea introduced the “Jewish SuperHighway” PowerPoint presentation, which outlines the vision for Ottawa’s Jewish community and the mechanism for raising more dollars into the community.

Once finalized, the presentation will be customized for various audiences and rolled out to the community.

The presentation focuses on five fundamental avenues of importance:

- Jewish education
- Jewish engagement experiences
- Innovative engagement onramps
- Support for our most vulnerable
- Community safety and security

High-level feedback from the board included:

- Clarify the vision.
- Define what the journey is, which includes a statement of current challenges and why this is important.
- Be clear in the destination: A vibrant Jewish community with no one left behind. Incorporate the concept of continuity.
- Presentation has to be customized, depending on the target audience (e.g. donor, millennial, person engaging on the journey, etc.).
- Consider re-ordering the avenues and refining the wording with titles that are more self-evident.
- Use this as an opportunity to define Federation's role.

Hartley thanked Andrea and wrapped up the discussion with a commitment to bring the topic back with more input and refinement and then discuss how it will be used for specific audiences.

IV: Investing Federation Reserve Funds

Judie provided a breakdown of the Federation and Campus cash and investments, and noted that they are currently earning only .07% in a GIC. She recommended that \$250,000 of Federation funds and \$300,000 of Campus funds be placed with the Foundation as a managed fund instead, where the average annual return is 4.69%.

Hartley and the board requested that, at the April meeting, a presentation be made on best practices pertaining to a reserve fund and how much funds are appropriate.

Hartley called for a motion to approve the investment recommendations.

First – Michael Polowin

Second – Victor Rabinovitch

Motion carried.

V: Grants & Evaluation Committee Report

Harold thanked the committee members and staff for all of their incredible work. He then presented the report to the board, noting that the only funding change for this cycle is a recommendation to move Or Haneshamah's *Machaneh Shabbat* into the Program Funding Envelope.

The following issues were raised by the board:

- Is Federation transparent about the money available for funding? This is the first allocations report in a couple of years that didn't reflect an increase in funding. As this is a bit of an aberration, it was made clear to agencies from the start.
- Are the applications for funding appropriate or too extensive? The process has now been streamlined.
- Will success stories from Impact Reports be shared with the community? Yes, and this year the focus will be on schools.
- A more fulsome high-level discussion about how the allocations process works will be tabled at a future board meeting.

Hartley called for a motion to accept the recommendations of the Grants & Evaluation committee.

First – Harold Feder
Second – Kevin Barwin
Recused – Michael Polowin (conflict of interest)
Abstained – Sender Gordon
Motion carried.

VI: Finance Report

Hartley invited Judie McKenney to discuss the finance report for the five-months ended November 30, 2017.

The highlights of the report were as follows:

- Currently there is a slight deficit, based primarily on timing.
- With 82% of revenue guaranteed to come from allocations and 71% of our costs salaries (which are fairly stable) it is a high likelihood that we are on budget.
- Vaad HaKashrut – the revenues are slightly higher than the budget.
- Significant campus renovations/repairs caused them to be over budget, but the expenses were all approved.
- The Ottawa Jewish Bulletin has made progress reducing the deficit (increased ad sales and cost reductions).

VII: President's Report

Andrea updated the board on new staff additions; Jordan Waldman from the Jewish Federation of Calgary has been hired as the new Director, Emerging Generation and we will be announcing a maternity replacement shortly for Natalie Abenheim who is our Community Engagement Specialist.

Two additional updates:

1. Mitzvah Day was very successful with approximately 450 people on the campus participating in mitzvahs. We also had representation from all three levels of government.
2. There was an article in the Canadian Jewish News about a research study taking place on Canadian Jewry. We were given an opportunity to participate, but the fee was \$52,000 to receive Ottawa's data, so we declined.

Andrea asked that the board members advise staff about any negative information they see on social media and that anyone who is on social media share the Federation's posts.

Hartley reminded board members that sometimes the best strategy is to not respond to negative comments.

VIII: Community Awards & Board Nominations

Federation will be granting three community awards this year. Nominations are due March 29th. The board nominating committee will be assembling in the month of March and Linda will provide a more fulsome report at either the March or April board meeting.

The board was reminded of two very exciting scholarships and two grant opportunities through the Ottawa Jewish Community Foundation, and to encourage individuals and agencies to apply.

IX: Campaign Report

To date we have approximately \$4.2M raised and 1,720 donors pledged. The percentage increase overall is 5.3%. The total refused cards is \$37,000 (people who have pledged in the past). The total number of dollar cards that we still have open is 229, which is a good pace for this time of year.

Micah advised that the Emerging Generation Campaign is up 25% from last year.

Hartley congratulated the people who work on the annual campaign, especially EG.

The meeting was adjourned at 6:53pm