



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

Thursday, October 17, 2019
Board Meeting

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

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

Recorder: Solange Ashe.

I: Welcome – Michael Polowin

The meeting was called to order at 6:00 pm.

Michael welcomed everyone and introduced the Director of Communications, Pauline Colwin, who will be part of the discussion on revamped communications.

II: Approval of Board Meeting Minutes – Michael Polowin

Michael called for a motion to approve the Minutes from the September 18th Board of Directors meeting.

Moved: Jessica Greenberg

Second: Karen Palayew

Motion carried

III: President's Report – Andrea Freedman

Andrea noted the following updates:

- Due to an administrative oversight, BGS were not invited to the Top Donor Briefing, as circulated in the written report. This will be rectified going forward.
- The closing date to sell the Kerr land is November 28th. Victor Rabinovitch is working with Andrea on communication for all stakeholders.
- March of the Living had 28 students interested, and so far, we have received 6 registrations. This number is expected to increase in the following days, as the deadline is November 1st.
- The Ottawa Jewish Community Foundation is organizing the Sisters on Board women's leadership event on October 24th, and it is already sold out.

IV: Campaign Update – Karen Palayew

The campaign is currently at \$2.09M (713 gifts). Karen mentioned that 51% of donors increased their gifts, representing a total increase of 9.1% on a gift-by-gift basis. To date, 34 donors decreased their gifts and 16 donors refused to contribute (there is no discernable pattern to the decreases or refusals). These are early days, and the pace should increase in the coming weeks.

With the occasional exception, donors motivated by the challenge fund, who significantly increased their gift last year, have maintained the increase this year. While there are still many notable increases, it is certainly more challenging in year 2 of the challenge fund.

Karen noted the following event updates:

- September 10th was the campaign Kick-off. It was well attended, and positive comments are still being received.
- Canvasser training was attended by a significant number of people and there was excellent energy and enthusiasm in the room.
- The Lion of Judah dinner with Gail Asper was also well attended, and positive feedback was received.
- Telethons (Super Sunday), chaired by the March of the Living Alumni, was successful.

V: Campus Update – Leslie Kaufman

Leslie presented the Campus update report, circulated in the package. The report was well-received by the board. A question regarding the risk of a new campus management model on security was raised, and Leslie explained that hiring a security manager will enhance security not detract from it.

Michael thanked, on behalf of all directors, Leslie and Sender for their work on this project.

Leslie also mentioned that Federation is in discussions with another outside security company to provide service when additional guards are needed. The company Campus had been using was absent and non-responsive over the Yom Kippur holiday, despite signed contracts. Due to a strong relationship with Ottawa Police Service (OPS) and their early responsiveness to the tragic incident in Germany that morning, OPS provided significant attention to the Jewish community throughout the day.

VI: Microgrants Update – Sarah Beutel

Sarah presented the Microgrants update that had been circulated in the package. She highlighted a few specific events funded by a Microgrant as examples of increasing engagement in the Jewish community.

- Gatineau pre-Shabbat dinner and Stock the Freezer were successful events, resulting in positive ways to connect and engage new people.
- The Ethiopian Dinner was also successful, and it was an opportunity to engage with Congregation Beit Tikvah members.
- Party for Israeli Women is a new grant intended to connect and integrate these women into the Ottawa Jewish community. 90 women are expected to attend.

Michael thanked Sarah for the presentation and the work of the Microgrants committee.

VII: Demographic Projections – Andrea Freedman

Andrea presented the demographic projections about the Jewish population of Ottawa, prepared by Charles Shahr in September 2019. Based on data from the “2001 Census” and the “2011 National household survey”, projections were made about the community in 2021. These are significant limitations to projections, but nonetheless present a useful community portrait.

Significant trends were stressed:

- The Ottawa Jewish community is projected to grow by 7.9%.
- The Jewish population is geographically dispersed. As an example, over 25% live in Nepean (west and south), 11% Alta Vista, and 16.5% Barrhaven and Kanata.
- It is projected that by 2021, 1/3 of the population will be part of an interfaith family which means that creating an inclusive and welcoming Jewish community is extremely important.
- The projections provide insight into age cohorts which is useful for planning purposes. As an example, there is expected growth of children under 14 years of age and seniors 65+.

Michael thanked Andrea for her presentation.

VIII: Revamped Communication Strategy – Victor Rabinovitch

Victor presented strategies to optimize the Federation's communication with the community. After a fulsome discussion about the strategies, the communications team will exercise additional due diligence and bring their findings back to the board at a future meeting.

The meeting was adjourned at 7:25 pm.