



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

Wednesday, June 5, 2019
Soloway Jewish Community Centre

In Attendance: David Appotive, Kevin Barwin, Harold Feder, Jessica Greenberg, Stacy Goldstein, Sender Gordon, Linda Kerzner (by phone), Michael Polowin, Danya Vered.

Staff: Sarah Beutel, Andrea Freedman, Leslie Kaufman, Susan Lee.

Recorder: Cibebe Rosa.

I: Welcome – Michael Polowin

The meeting was called to order at 5:30 pm.

Michael thanked the outgoing board members, David Appotive and Linda Kerzner for all work they have done for this community, and Hartley Stern for the completion of his term as chair.

II: Approval of Board Meeting Minutes – Hartley Stern

Michael called for a motion to approve the Minutes from the May 23rd, 2019 Jewish Federation of Ottawa Board of Directors meeting.

Moved: Harold Feder

Second: Kevin Barwin

Motion carried

III: President's Report – Andrea Freedman

Andrea noted the following updates:

- Andrea reminded the board of the AGM on June 19th.
- Andrea thanked the participants who attended a meeting on May 31st to discuss gender balance. It was a productive meeting and efforts will be made in the coming year to achieve greater balance and to encourage more women to take on leadership roles.
- Federation had already received 6 completed applications for micro-grants and has 15 applications in development.
- Jewish Jumpstart, an incentive grant program for Jewish individuals and families who are not yet members of an Ottawa synagogue or the Soloway Jewish Community Centre, has already resulted in 20 family applications submitted, including 12 from families who have moved from other cities.

IV: Strategic Plan – Michael Polowin

Michael thanked Nikki Shapiro (co-chair), Stacy Goldstein and Jessica Greenberg, and the staff, Andrea Freedman and Sarah Beutel.

Michael presented the Strategic Plan's final version. The business plan will be presented for approval at the September board meeting, and goals for the coming year will be aligned to the strategic plan.

The Board suggested a few changes related to text position and vocabulary in the document; all suggestions were noted and will be adopted accordingly.

The final document will be distributed to the community at the AGM.

Michael called for a motion to approve the Strategic Plan.

First – Danya Vered

Second – Stacy Goldstein

Motion carried.

V: Annual Work Plan Update – Andrea Freedman

Andrea presented the Year 5 Annual Work Plan update.

- Overall, Federation achieved all 11 goals; 6 goals were fully achieved and 5 partially.
- Fundraising had extraordinary results in terms of dollars raised, and the number of donors is may increase slightly still.
- Opportunities for the coming year include continuing to increase the number of donors and addressing the lack of understanding about Federation and its purpose.

A robust discussion ensued about whether to count a family donation as a single donor. At the moment, Federation encourages donors to give individually, but in EG, couples seem to prefer household giving.

VI: Strategic Plan 2014-2019 – Andrea Freedman

Andrea presented an update on the 2014-2019 Strategic Plan, used to guide Federation through the past 5 years. There were 21 metrics to achieve, Federation achieved 18 fully, 2 partially and 1 was not achieved.

The plan included a goal to increase Jewish education, and notwithstanding efforts, the enrolment in day schools has decreased. This was a metric not directly or fully under Federation's control.

Federation reached success in all other aspects of the plan. Highlights include:

- PJ Library has a 70% market penetration.
- Shinshinim program implementation was a success, with almost 800 people in the community benefitting from their work on an annual basis.
- Creation of volunteer center, placing volunteers across the community.
- Revamped allocations over the last number of years.
- Improved communication explaining the impact to the community, using vehicles such as social media, creation of the Impact Report, and eblasts.
- Creation of the Ben Gurion Society for the emerging generation.
- Significant fundraising increases.

VII: Campaign Report – Karen Palayew

Karen presented a Campaign Report. The campaign currently sits just under \$5.4M, an increase of almost 25% over last year.

VIII: 2018/2019 Interim Budget – Susan Lee

The interim Budget report was presented during an In-Camera session. There appeared to be consensus on approving the budget though there was an error and no motion to approve was made. Accordingly, a conference call will be scheduled to approve the budget.

The meeting was adjourned at 7:20 pm.