



**Jewish Federation of Ottawa  
Board of Directors Meeting  
Summary of Discussion as a Report to the Community  
Wednesday, April 23 2014 at 5:30 pm**

**In Attendance:** Stuart Ages, Lauren Bronstein, Debbie Halton-Weiss, Jennifer Kardash, Linda Kerzner, Steven Kimmel, Lisa Rosenkrantz, Mike Shahin, Neil Zaret

**Staff:** Bram Bregman, Shelley Crawford, Andrea Freedman, Leslie Kaufman, Dawn Paterson

**Observer:** Jeff Miller

**Presenters:** Jonathan Freedman, Scott Goldstein, Mitch Miller, Barry Sohn

**Recorder:** Rachel Abenheim

The meeting was called to order by Steven Kimmel at 5:32pm.

## **I. Welcome**

Steven Kimmel welcomed the board and guests and thanked everyone for attending the Federation board meeting.

Linda Kerzner **moved** to accept the summary of discussions from the March 25, 2014 board meeting. Jennifer Kardash **seconded**. **Carried.**

## **II. Soloway Jewish Community Center (SJCC): Presentation**

Barry Sohn began the presentation by reviewing some of the Center's accomplishments and challenges:

### Accomplishments

- Ganon preschool, SJCC Summer Camp, B'nai Brith Youth Organization (BBYO) and Just for Kids programs have all experienced an increase in enrollment from last year
- The Center collaborates with community organizations and agencies such as Active Jewish Adults (AJA 50+) and Ottawa Modern Jewish School (OMJS)
- The Adult Centre for Engaged Learning offers the community a variety of classes from language to art and music
- The Vered Israel Cultural & Educational programs organize major community events like Yom Ha'Atzmaut, Yom Hazikaron, and the Israel Film Festival

### Challenges

- Sustainable fundraising programs
- Capital funding to support substantial building renovations
- Board and Leadership development
- Membership Sustainability



- Strategic Planning

Barry Sohn and Mitch Miller addressed a question regarding the number of Jewish students enrolled at the Ganon Preschool. Barry explained 70% of the children enrolled this year are of the Jewish faith, but noted that the ratio of Jewish to non-Jewish children enrolled fluctuates from year to year. Both agreed that outreach into the community, potentially through collaboration with the Ottawa Jewish Community School (OJCS), could potentially increase the enrollment of Jewish youth into both institutions.

The Board asked the SJCC representatives to discuss their evaluation for the potential Saturday opening. Barry and Mitch explained that the results of the evaluation left the SJCC board unconvinced of a profitable return on the decision. As a result they decided to test opening the outdoor pool over the summer as well introduce extended hours on Friday for the Just for Kids after care program. The SJCC may revisit the decision in the future.

### III. President's Report

Andrea Freedman provided updates to the circulated Presidents report.

- The situation in the Ukraine has escalated; Jewish Family Services reported to the Federation that the Russian community in Ottawa has been communicating major concerns about relatives and friends living in the Ukraine. Together with JFS, the Federation is working towards "family reunification' in Ottawa if needed.
- The recent hate crime in Kansas City and some racist /anti-Semitic graffiti in Ottawa raised awareness about security concerns. The Federation has been in touch with the hate crimes unit at the Ottawa police, though they have expressed there is no increased need for concern.
- In light of the above updates, the Federation is scheduled to review emergency procedures with staff.
- The Federation is pleased to announce that Sharon Appotive has agreed to chair the Annual Women's Campaign for 2016 & 2017.

Andrea invited Debbie Halton-Weiss to announce the 2014 Jewish Community Service Awards winners.

- Mr. Henry Molot was selected to receive The Shem Tov Community Volunteer award.
- Ms. Tamara Fathi was selected to receive The Freiman Family Young leadership award.
- Mr. Mitchell Bellman was selected to receive The Gilbert Greenberg Distinguished Service award.

Debbie concluded by sharing how wonderful of an experience it was to chair these committees and to inform the three very surprised and honoured recipients.

Andrea Freedman called for questions from the Board. They requested an update on day school enrollment. Andrea explained the day school did not have final numbers yet, though they anticipate that the numbers will be below the benchmark.

### IV. Campaign Update

Jeff Miller provided the 2014 & 2015 Campaign update:



2014

- To date, we have received 2,144 gifts for a total of \$4.04M, representing a 6% increase on a gift-by-gift basis over last year
- Cards in arrears, with gifts valuing \$100+, have been assigned to canvassers
- Canvassers and donors have been invited to an appreciation night, to be held on May 12th

2015

- Division captains have been secured
- Card Allocation meetings will take place in May & June
- Campaign Kick Off speaker has been confirmed: Jerry Greenfield from Ben & Jerry's Ice cream
- Lion of Judah event speaker has been confirmed: Mrs. Laureen Harper

## **V. Ottawa Jewish Bulletin (Bulletin): Presentation**

Pauline Colwin provided the Board with a 4 month update on the Bulletin's online presence. Since the newspaper was not previously available online, Pauline explained the 4 month evaluation allows the Bulletin to set preliminary benchmarks.

Results:

- When the Bulletin actively posts stories, the statistics show an increase of visitors to the website
- The website averages 100 returning visitors per week
- On average, the website receives 668 unique visits per week
- From a community engagement perspective, the website has received close to 30 comments, which is more than had been submitted as letters to the editor. The social media statistics show over 100 re-tweets and 194 page likes.
- The top website referrers (people being directed to the Bulletin website) are coming from Google and Facebook

The Board inquired if the Bulletin had seen an increase in revenue since its migration online. Andrea explained that though the launch happened in November, new advertising rates were only introduced in January. The Bulletin is still running at a deficit.

Pauline concluded by summarizing and sharing the Bulletin's new goals. The Bulletin is meeting its early goals of reaching and engaging more of the community. The new goals are to improve the amount of time spent on the website by each user. The first quarter results will be used as a benchmark to measure progress.

## **VI. New Phone System**

Leslie Kaufman introduced the reasoning behind the circulated phone system proposal. She explained that the building was using an aging Nortel system. Since the system and support are at end of life, the organization is at a high risk when the phone system fails. For this reason this proposal has been brought forth, and the following recommendation is being made:

The Jewish Federation of Ottawa requests a motion to approve entering into a managed services contract with Telix per the pricing schedule provided, contingent upon budget approval by the Soloway Jewish Community



Centre and Ottawa Jewish Community School.

Lisa Rosenkrantz **moved** to approve the recommendation put forward to enter into a managed services contract with Telix. Debbie Halton Weiss **seconded**. **Carried**.

Leslie expressed appreciation to Jason Shinder for introducing the Federation to Telix.

## **VII. Hillel Ottawa: Presentation**

Scott Goldstein and Jonathan Freedman presented to the Board on Hillel Ottawa. Scott began by describing that Hillel Ottawa was run by 2 staff, himself and Noah Borer. Together they work to provide a variety of programming to the students on Ottawa's Campuses.

Their programming falls into four categories that often overlap:

- Education
- Social
- Religion
- Recreation

Their goal is to engage students and get them involved, with the hope of fostering future leaders.

Jonathan Freedman discussed that his role, Chair of the Community Advisory Board, was to oversee Hillel Ottawa and assist the students in becoming future leaders of the community. He identified that their goal, though challenging, was to create an appealing Ottawa for out of town students to stay after graduation. He expressed interest in working with the Federation on developing a mentorship program that might assist them in reaching their goal.

## **VIII. Finance Report**

Shelley Crawford explained that the circulated reports reflect that everything is running favorable to budget.

Shelley explained that the current focus of the finance department was developing the Operation budgets for next year and preparing for year end in June.

She added that the Finance committee had two new members: Randy Greenstone and Sam Levine.

Steven Kimmel adjourned the Jewish Federation of Ottawa board meeting at 7:15 pm.