



**Jewish Federation of Ottawa
Board of Directors Meeting**

Summary of Discussion as a Report to the Community

Wednesday, April 26, 2017
Soloway Jewish Community Centre

In Attendance: David Appotive, Sharon Appotive, Stuart Ages, Aviva Ben-Choreen, Harold Feder, Stacy Goldstein, Linda Kerzner, Steven Kimmel, Michael Polowin, Jason Shinder, Danya Vered

Staff: Sarah Beutel, Andrea Freedman, Leslie Kaufman, Arieh Rosenblum

Guests: Linda Kislowicz, Julia Reitman, Sabina Wasserlauf, Bob Wener

Recorder: Rachel Abenhaim

I: Welcome – Linda Kerzner

Linda Kerzner called the meeting to order at 5:41pm.

Linda welcomed the board and staff to the meeting. She welcomed back Sharon Appotive who agreed to serve another year on the Campaign Executive as Campaign Co-Chair so that Michael Polowin can take on new responsibilities with the Ottawa Jewish Community School.

Linda welcomed Linda Kislowicz, CEO Jewish Federations of Canada-United Israel Appeal and Julia Reitman, Board Chair.

She also welcomed and introduced Bob Wener, immediate Past Chair of the SJCC board of Directors and Sabina Wasserlauf, SJCC Chair, presenting on the upcoming SJCC capital campaign.

II: Approval of Board Meeting Minutes – Linda Kerzner

Linda called for a motion to approve minutes from the March 22, 2017 Jewish Federation of Ottawa board of director's meeting.

First – Jason Shinder

Second – Steven Kimmel

Motion carried.

III: SJCC Capital Campaign – Bob Wener & Sabina Wasserlauf

Bob Wener explained that the SJCC was embarking on a capital campaign. The building has been operational for 20 years and funds are needed to complete upgrades and renovations. A portion of the funds raised in the capital campaign, approximately \$1 Million, will be put into an endowment fund for future capital needs.

The Federation board made the following recommendations:

- Due to donor fatigue, suggest working with Federation on making strategic asks, so as not to adversely impact the Annual Campaign.
- Going forward, the SJCC should incorporate reserves into occupancy costs to assist building a capital endowment fund for long term contingencies.

Bob and Sabina welcomed the suggestions and offered Federation the opportunity to appoint a member to act as an advisor/liaison to the project.

IV: Jewish Federations of Canada – UIA Presentation (JFC-UIA) – Linda Kislowicz & Julia Reitman

Julia began the presentation by sharing her background and how she became involved with JFC-UIA. She explained that since working with the national team she learned that all communities, big and small, share the same challenges: flat campaigns, youth engagement, aging populations, etc.

Linda continued to present and moved into a review of the Fair Share formula and how funds are divided with a focus on Ottawa's contribution. Her presentation elaborated on the handout which outlined the 3 buckets of the national system and what projects and initiatives each entails.

- **Israel: engagement, experience and philanthropy** – legal entity entitled to transfer money overseas, oversight of all overseas philanthropic investments, strategy, partnerships, etc. Ottawa is part of the Coast to Coast to Partnership with communities in the North of Israel.
- **Next Generation** - including flagship programs Birthright Israel and the March of the Living; campus, leadership development, and Masa (long-term programs in Israel).
- **National services** – demographics, conferences, support for small regional communities, international representation, pay collective fees to North American bodies which would otherwise be more expensive locally (e.g. Hillel international), etc.

The board took particular interest in Masa Israel (long-term programs in Israel), feeling that Ottawa's community could benefit further from this project with greater promotion.

The final part of the discussion centered on how to tie our national responsibilities and services to campaign giving. It was suggested that a focus be placed on program benefits (e.g. Birthright Israel).

Linda Kerzner thanked Julia and Linda for their presentation and for the all their important work in Canada, Israel and the Jewish world.

V: Financial Report – Sylvain Beaudry

Sylvain Beaudry presented the following financial reports for the period ending February 28, 2017.

- Jewish Federation of Ottawa
- Jewish Community Campus of Ottawa
- Ottawa Jewish Bulletin Publishing Co.
- Ottawa Vaad HaKashrut

It was suggested that the board evaluate the value of the Bulletin remaining dependent on advertising revenue rather than as an on-going operating expense required to provide a service to the community and a marketing vehicle for Federation.

All questions were answered to the board's satisfaction. Sylvain was thanked for preparing quality and transparent statements.

VI: President's Report - Andrea Freedman

Andrea provided updates to the previously distributed report.

- The Yom Hashoah commemoration was highly successful, with a full house of approximately 400 people in attendance. Kol ha Kavod to the committee and professional staff who executed a new and incredible program after the original speaker fell ill.
- Linda Kislowicz provided a valuable Baby Boomers presentation to approximately 40 community members.
- The Tribute Card Coordinator position in the Foundation was filled internally, creating a new vacancy in Finance that now needs to be filled.
- A communication will be sent to the community notifying them of the changes to the campaign leadership and the succession plans at OJCS and Federation.
- On May 30, Dr. Ron Wolfson will present on inclusivity in Jewish communities. In part, Dr. Wolfson will be helping address the perception that Ottawa is not a welcoming Jewish community.

VII: Nominating Committee Report – Steven Kimmel

Steven presented the nominating committee report, prepared by the nominating committee for approval. A robust discussion took place on any potential or perceived conflicts of interest. Federation has a conflict of interest policy in place, which as always, will be adhered to.

Steven moved to approve the board nominating committee report as presented.

Second - Harold Feder

One Abstention

Motion Carried

The meeting was adjourned at 7:25pm