

**JEWISH FEDERATION OF GREATER ST. PAUL  
BOARD OF DIRECTORS MEETING  
WEDNESDAY, MARCH 28, 2018  
At the St. Paul Jewish Community Center**

**ATTENDING:** Mark Adelman, Jay Baldinger, Aaron Biel, Sharon Benmaman, Steve Brand, Charles Fodor, Deb Frishberg, Barry Glaser, Mitch Rubinstein, Polly Saxon, Rosalyn Segal, Yoav Segal, Mary Ann Wark

**STAFF:** Rob Jacobs, Tal Dror, Judy Sharken Simon, Phil Clausen, Julie Swiler

**GUESTS:** Tal's mother Nili Dror, Michael Waldman, Bruce Fink, Libby Parker

Note: Before the meeting, Board members were able to take a brief tour of the JCC's renovations.

**WELCOME:** Steve Brand called the meeting to order at 7:04 p.m.

**GOOD & WELFARE:**

- Steve brand welcomed Charles Fodor to the meeting after being away due to illness.
- Marsha Schoenkin and Stuart Bear welcomed a new grandson, Gideon.
- Mark Adelman welcomed a new granddaughter.
- Amy Stern sent a thank you note for food trays sent to the family in memory of Harlan Stern.

**PHILANTHROPIC FUNDS:** Approved unanimously.

**MINUTES FROM Feb. 27, 2018:** Approved with two modifications. One abstention.

**JCC REPORT:** Bruce Fink and Michael Waldman provided an update on the JCC's renovation. Construction started in June 2017, and the first phase, which includes the fitness center and lobby, was completed in April 2018. The Aquatics Center will open in May. The cultural arts wing and theater will open around Labor Day. The JCC seeks to be inclusive to all and be a welcoming community for Jews of all beliefs. Camp Butwin is turning 60 years old, and the JCC is planning a birthday party on Aug. 24.

The St. Paul JCC continues to collaborate and integrate with the Sabes JCC. They share five full-time positions: marketing, cultural arts and programming. The third annual gala is scheduled for November. St. Paul also continues to review a proposal by Sabes to make the organizations fully integrated –one organization with two branches. A task force is now in a fact-finding process, and St. Paul is considering the opportunity. They are committed to protecting St. Paul's interests.

Rob Jacobs said that the Federations will conduct a population study to have hard numbers to look at the future.

**TEEN MIFGASH:** Participants Max Gantman, Emmi Stiefel Alperin and Marisa Goffman talked about their experience and the strong relationships they developed with the Israeli teens –

friendships that will last a lifetime. They discussed how the Israeli teens reacted to St. Paul. One of the female students had an aliyah for the first time during Shabbat services. They said the experience connected them to Israel in a meaningful way.

**GONE TOO SOON EXHIBIT:** Shlichah Tal Dor discussed the Gone Too Soon exhibit on display at the synagogues, JCC, Federation and Talmud Torah. It tells the stories of young soldiers lost in the Gaza Operation, including Tal's friend Nadav Raymond.

**TCJEWFOK UPDATE:** Libby Parker, TC Jewfolk executive director, described the new TC Jewfolk website. The St. Paul Federation worked in partnership with TC Jewfolk on the site as part of our initiative to be a welcoming community by creating a one-stop hub for all Jewish events and information.

**EDUCATION TASK FORCE:** Mitch Rubinstein will chair Federation's new education task force. We are looking for new members to serve.

**CAMPAIGN REPORT:** Alan Bernick and Deb Frishberg reported that the 2018 will wrap up on Dec. 31, 2018. After that, we will continue with a new campaign calendar that runs from January 1-December 31. They urged volunteers to complete their cards. Rob Jacobs has identified former donors that he will reach out to for solicitations.

**SPRING FUNDRAISING EVENT:** The April 26 Spring Event, the 2<sup>nd</sup> annual fundraising event of the year, will be held at Mount Zion Temple. A row host model is being used to invite attendees. Board members were asked to be hosts and invite others.

**OPEN POSITIONS:** Rob Jacobs said that he is moving ahead with filling three vacant positions: Vice President of Development, PJ Library Coordinator and Executive Assistant. He is interviewing candidates for all three positions and expects to fill them soon.

**IT COMMITTEE:** Federation is forming an IT committee and looking for volunteers to serve.

**NEW DATABASE:** Federation will replace the aging database with Salesforce. It is the same database that Minneapolis will use. It was chosen after considering several database options.

**PERSONNEL COMMITTEE:** Personnel Committee Chair Mark Adelman reported that Rob Jacobs' review is completed. The committee reviewed successes and accomplishments with Rob and set up a plan for issues to improve over the next three to six months. Phyllis Karasov will chair the committee after Mark becomes board president.

**QUARTERLY FINANCIALS:** Jay Baldinger and Phil Clausen reported that the first quarterly report meets the recommendations of the auditors. We also are working on processes recommended for improvement. There was a suggestion to have footnotes to further explain the report. Rob reported that we are moving to zero-based budgeting and will build a budget using that model. For the first time, staff will know what is budgeted to spend.

**P2G:** Yoav Segal reported on the annual steering committee meetings held last month in Israel. St. Paul sent six people plus two staff. It was a successful meeting, and now the key is to get the approved projects up and running.

**YOM HASHOAH:** Charles Fodor spoke (through Barry Glaser) and reported that the Yom HaShoah ceremony will be held at Mount Zion on April 12.

**ISRAEL AT 70:** Marni Tselos, an event co-chair, talked about the Israel at 70 event on Sunday, April 22, at the Minneapolis Event Center.

**HILLEL EVENT WITH ALY RAISMAN:** Aaron Biel talked about the Minnesota Hillel event with Olympian Aly Raisman. He said Raisman inspired a number of students to join in the work against sexual assault on campus.

**NEXT BOARD MEETING:** Tuesday, April 24.

Meeting adjourned at 9:00 p.m.