

**JEWISH FEDERATION OF GREATER ST. PAUL  
BOARD OF DIRECTORS MEETING  
TUESDAY, APRIL 24, 2018**

**PARTICIPANTS:** Mark Adelman, Jay Baldinger, Wendy Baldinger, Sharon Benmaman, Alan Bernick, Lisa Bernick, Aaron Biel, Steve Brand, Deb Frishberg, Barry Glaser, Jerry Helfand, Brian Kamin, David Krco, Susan Minsberg, Charlie Nauen, Jon Parritz, Bonnie Resnick, Mitch Rubinstein, Lynne Sanders, Yoav Segal, Michelle Shaller, Steve Shaller, Marni Tselos, Mary Ann Wark

**NOT ATTENDING:** Rabbi Zalman Bendet, Jon Brod Farber, Charles Fodor, Bruce Goldfarb, Karen Gordon, Mitzi Gramling, Nancy Lane, Elyse Less, Sarah Levine, Michael Levitt, Rick Linsk, Ron Matz, Linda Nides, Jeffrey Perlman, Ben Saxon, Michael Saxon, Polly Saxon, Marsha Schoenkin, Rosalyn Segal, Sally Silk, Mark Usem, Deb Weiss

**STAFF:** Kris Cramer, Rob Jacobs, Sharyn Pesses, Juliana Sellers, Julie Swiler, Susan Tervola

**WELCOME:** Steve Brand called the meeting to order at 7:03 p.m.

**GOOD AND WELFARE:** There is a Caring bridge for Charles Fodor is not feeling well since the radiation from his cancer treatment has caught up with him. There is a Caring Bridge site for updates. Rabbi Morris Allen and Phyllis Gorin became grandparents.

**PHILANTHROPIC FUND APPROVAL:** Motion by Wendy Baldinger, seconded by Lynne Sanders. Passed unanimously.

**APPROVAL OF MINUTES:** Motion made to pass minutes with corrections to attendee list. Motion made by Mitch Rubinstein. Second by Wendy Baldinger. Motion approved with abstentions.

**ISRAEL AT 70 EVENT AND YOM HAZIKARON:** Marni Tselos, an Israel at 70 event co-chair, reported that the event was very successful. The turnout was estimated at 3,000 to 4,000 people. Marni said that much success was due to the great work of Dan Mogelson and Eilat Harel (Minneapolis Federation) Yom Hazkiaron was particularly successful and meaningful this year with a large turnout of 124 people. Tal Dror orchestrated a beautiful event. Jon Parritz requested that the minutes reflect the board's appreciation of Dan Mogelson, Marni Tselos and Tal Dror.

**STAFFING:** Kris Cramer, new PJ Library coordinator and Susan Tervola, new executive assistant, were introduced. Kris has a background in fundraising and has worked at Animal Humane Society and MPR. Susan is a St. Paul native and previously was the clergy assistant at Temple of Aaron. Marilyn Ruby is now program associate. She is taking over some of Dan's responsibilities including P2G. She also manages CBRC, is the intermediary for tech issues and is the cluster coordinator for P2G. Rob Jacobs is in process of making an offer this week to a candidate to replace Dan Mogelson. Within the next week he will make an offer to a tremendous candidate for development. First, he will assemble several people from the board to do a second interview.

**SPRING EVENT UPDATE:** Rob Jacobs reported that we expect 272 to 300 people at the event. We will do a last-minute e-mailing to encourage RSVPs. An Orthodox Kosher caterer will provide the food, so we can be inclusive of the entire community. The event will emphasize what Federation really does for the community. Deb Taillon, who appears in our PJ Library video, will be making ask. There will also be a Legacy piece. We will emphasize donations rather than pledges.

**IT'S YOUR LEGACY:** Juliana Sellers reported that the annual goal for the 14 partner agencies is 252 letters of intent. To date, there are 127 signed letters. Across the country, the sophomore year of this program is hardest year. There is training on May 1 at Mount Zion for anyone who speaks with a donor. The national Legacy Conference is June 2-5. A nice cohort from our community is attending including Brian Serle, and Barry and Rena Glaser. Mary Ann Wark said that the cooperation between St. Paul and Minneapolis agencies is a plus to the legacy program.

**CAMPAIGN UPDATE:** Alan Bernick reported that 577 cards have been completed compared to 862 at the same time last year. There are 477 cards outstanding. Total pledges are now at 1,154,609 this compared to \$1,735,455 at the same time last year. Rob Jacobs said there are a variety of things that have happened to contribute to this. He said some people said they held off making a gift because of the uncertainty last year when the community was looking at one CEO for both St. Paul and Minneapolis. Need to get cards in by end of next month when the fiscal year ends. Some gifts will not be in until the end of the year. Deb Frishberg reminded people that we have a fundraising event in two days and everyone should urge their friends to come. Bruce Goldfarb and Linda Perry will co-chair next year's campaign. This will mark the beginning of a unified campaign.

**JFNA WRITEOFF:** JFNA's CFO has said that JFNA will write off the Federation's past due obligations. JFNA probably will ask that some small portion be covered as a token. JFNA has a committee that covers this. There will be a meeting at the end of May to fully resolve this. Rob is sending a letter to JFNA to make clear to them how much a ten-year payoff would affect our ability to do our job and raise funds. At last year's GA, Rob spoke to the JDC and JAFI CFOs as well who agreed to the past due obligations being written off.

**QUARTERLY FINANCIALS:** Susan Minsberg discussed that we can't make allocations based on Phil Funds even though the funds belong to Federation once a donor passes away. Susan would like Phil Funds clearly identified on future financial statements.

**PROPOSED PROJECTS:** Rob Jacobs wants to create a summer celebration with Federation as the community convener. All Jewish organizations will be invited and have booths. It will be a fun event in which people can learn about our community organizations. Suggestions included a hands-on project and making it very family oriented.

Rob also discussed looking into creating a Jewish community campus, possibly at the Talmud Torah building. A task force will be created to look into it.

A task force also will be put together to look at community calendar alignment.

Jon Parritz noted that the Jewish Met Council does look at ways in which the community can work collaboratively including on the funding/budgeting front. There is a Facebook page for the group that all board members can join to follow the council's progress.

**UPCOMING EVENTS:**

- CBRC Subcommittees are May 1, 8 and 17. Full CBRC is May 29 and 30.
- Cardozo Society program "Truth, Media and the Law," May 8
- Annual Meeting, Tuesday, June 12.
- Fall Gala, Sunday, Oct. 14.
- Mitzvah Crawl: A Day in the Life of JFS, June 19

**ADJOURNMENT:** Meeting adjourned at 8:44 p.m. Motion by Wendy Baldinger, seconded by Lynne Sanders.