

**JEWISH FEDERATION OF GREATER ST. PAUL  
BOARD OF DIRECTORS MEETING  
WEDNESDAY, MAY 23, 2018  
MINUTES**

**Attending:** Mark Adelman, Jay Baldinger, Wendy Baldinger, Sharon Benmaman, Lisa Bernick, Aaron Biel, Steve Brand, Jon Brod Farber, Barry Glaser, Bruce Goldfarb, Karen Gordon, Mitzi Gramling, Jerry Helfand, David Krco, Nancy Lane, Rick Linsk, Scott Marvy, Ron Matz, Linda Nides, Jon Parritz, Jeffrey Perlman, Lynne Sanders, Mike Saxon, Polly Saxon, Marsha Schoenkin, Roz Segal, Yoav Segal, Mary Ann Wark, Deb Weiss

**Absent:** Rabbi Zalman Bendet, Alan Bernick, Charles Fodor, Deb Frishberg, Brian Kamin, Elyse Levine Less, Sarah Levine, Michael Levitt, Susan Minsberg, Charlie Nauen, Bonnie Resnick, Mitch Rubinstein, Ben Saxon, Michelle Shaller, Steve Shaller, Sally Silk, Marni Tselos, Mark Usem

**Staff:** Rob Jacobs, Sharyn Pesses, Julie Swiler, Susan Tervola

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

**Good & Welfare:**

- Deb Weiss has a 2-week-old grandson, and her daughter-in-law graduated from medical school
- Charles Fodor is back in the hospital
- This is the last Board meeting at which Steve Brand will preside

**Philanthropic Funds:** Approved unanimously.

**Minutes from April 24, 2018:** Approved unanimously.

**Campaign:** Sharyn Pesses reported:

- Since our last report, we've received two important gifts. One is a payment of \$50,000 to cover outstanding 2016 and 2017 pledges. The second is a pledge of \$30,000 for 2018.
- Our goal for 2018 is \$2.3 million. To date, we've raised \$1,219,699, with outstanding cards totaling \$6,931.
- The 2018 campaign will run through December 31. Please try to complete outstanding cards as soon as possible, as many of our donors leave town for the winter.
- The Federation's 83<sup>rd</sup> Annual Meeting will be held on Tuesday, June 12, at Temple of Aaron. Board members are encouraged to attend. Guest speaker will be Jacob Millner, Regional Director of The Israel Project.
- Alan Bernick and Deb Frishberg will continue as 2018 Campaign Chairs through December 31. Beginning January 1, 2019, Bruce Goldfarb and Linda Perry will assume their positions as chairs. In 2019, we will begin a unified campaign with men and women working together.

**JFNA Write-off Status:** JFNA's CEO unofficially agreed that JFNA would write off our debt of \$3.2 million; however, JFNA has not held an official vote. The target date is May 29, but that might be pushed back by a week to coincide with JFNA's national board meeting. The amount

of debt is higher than previously thought because last year's international/national allocations that were not paid in full have since been added to our obligation.

**CBRC:** Lynne Sanders, CBRC chair, stated that all four subcommittees have met, and all organizations asking for allocations have made their presentations. The full CBRC meetings to finalize allocation recommendations will be held on May 29 and 30, 5:30 p.m., at Shalom. Steve reminded committee members to attend these very important meetings.

#### **Personnel:**

- Development Director: Two candidates withdrew due to the compensation. We can't afford to pay \$120k for the position, which is the average across federations our size. One person still is interested, and Rob is moving forward. Rob wants a group of Board members to conduct a video conference/interview with this candidate.
- Program Director (Dan Mogelson's previous position): We will try to operate without that position. Marilyn Ruby has taken over CBRC and P2G, and we are looking for more items to put on her agenda. Rob will staff the Cardozo Society and the Fischman Scholarship Fund.

#### **Life & Legacy Status:**

- Rob Jacobs reminded the Board that it generally is harder to get enrollments in the second year. Barry Glaser stated that if each agency in the Twin Cities doesn't reach its goal, then no agency will receive a bonus; it's all or nothing. (This concept was questioned, and no definite answer was provided.) St. Paul needs 252 Letters of Intent for the entire community. Barry Glaser and Juliana Sellers are attending the Grinspoon Conference in Massachusetts in June.
- Rob plans to schedule two meetings per day to talk with previous donors and new donors about signing letters of intent. Rob asked that names of potential legacy donors be emailed to him or Susan Tervola.

#### **Upcoming Events:**

- Federation's Annual Meeting: Tuesday, June 12, at Temple of Aaron.
- Campaign Committee meeting with previous chairs and campaign workers training
- Fall Community Event: Sunday, Sept. 30, probably at Camp Butwin. Music, picnic, family activities, booths for organizations and synagogues, volunteer opportunities. Goals are engagement, breaking down silos, and enjoying a Fall celebration together.
- Fall Gala: Sunday, Oct. 14. Details TBA. Mark Wilf (incoming JFNA chair) unavailable to be our guest speaker, but he offered use of the new Vikings training facility. We will consider this for a future event.

**July Retreat:** Rob suggested a Board retreat in place of a July meeting. The goals would be:

- Board training
- Moving forward with strategic plans from the 5 Priorities.
- Brainstorming session on how to engage and reach out to the community.
- Training in fundraising, making asks, etc.

Steve suggested that out of this training could come a Board Manual, which hasn't happened for a few years. We will schedule the retreat on a day that works for the most people. Rob asked that Board members email him with suggestions of items to cover at the retreat.

**Committees** –Rob wants to reinvigorate committees that have been dormant. He asked Board members to serve on these committees:

- IT committee
- Campaign Committee (along with campaign chairs)
- Budget Committee (Rob will have new budget together by the end of this week)
- Security & Safety Committee – A committee with this mission may have existed previously, but Rob wants to make sure that our community is secure and safe. David Krco asked if we are stepping on the JCRC's toes. Rob feels that Federation could look at a bigger picture for each organization; Federations can apply for grants and funding.
- Retention Committee (suggested by Sharyn)
- Non-compliant Committee (people who have owed money for a long time. Suggested by Sharyn)

**Task Forces:** Groups to work on short term projects.

- Jewish Community Campus: Rob wants to consider filling Talmud Torah's building with Jewish organizations. The task force will consider other locations, as well. David Krco, project leader, will start by polling all community stake holders to get their feedback.
- Education Funding: This group already is formed and is discussing how we fund education in the Jewish community.
- Buyers' Club: This group would allow Jewish organizations to buy in bulk and potentially lower costs for organizations.
- Jewish Community Fair: Sunday, September 30.
- Incubator Fund: Federation could help energize those in the community who want to start new concepts (ex., Moishe House). This might appeal to the next generation.
- Yoav Segal observed that so many events and ideas are being thrown out that he isn't clear about Federation's priorities. Federation starts projects but doesn't finish.
- Wendy Baldinger suggested that the July Board retreat should focus on setting priorities and deciding how we will accomplish them. Also, we need to increase communication about our accomplishments from the Planning Process steps.
- Mary Ann Wark added that Federation cannot abandon the community planning that we've worked on for the past 5 years.
- Nancy Lane suggested that Federation reexamine its mission statement before proceeding. Barry Glaser noted that the mission and the priority is fundraising.

**Other Items:**

- Aaron Biel felt that the Poriya Hospital delegation drew a great audience at Sholom. He heard that marketing for the program wasn't geared toward young people.
- Steve Brand recognized Wendy Baldinger for her work at Federation and Sholom, as she will be stepping down from this Board after the annual meeting. Mark Adelman will preside as President of the Board at the June meeting.

**Next Board Meeting:** Wednesday, June 27.

**Adjournment:** The meeting was adjourned at 8:20 p.m.