

**ST. PAUL JEWISH FEDERATION
BOARD OF DIRECTORS MEETING
WEDNESDAY, JUNE 27
MEETING MINUTES**

ATTENDING: Mark Adelman, Erin Baldinger, Jay Baldinger, Rabbi Zalman Bendet, Sharon Benmaman, Alan Bernick, Lisa Bernick, Steve Brand, Karen Gordon, Steve Brand, Karen Gordon, Jerry Helfand, Jennifer Kaplan, David Krco, Nancy Lane, Adi Leviatan, Rick Linsk, Scott Marvy, Ron Matz, Susan Minsberg, Jon Parritz, Linda Perry, Bonnie Resnick, Mitch Rubinstein, Lynne Sanders, Roz Segal, Yoav Segal, Michelle Shaller, Steve Shaller, Marni Tselos, Mary Ann Wark, Deb Weiss

NOT ATTENDING: Aaron Biel, Jon Brod Farber, Deb Frishberg, Bruce Goldfarb, Mitzi Gramling, Liza Henry, Brian Kamin, Michael Levitt, Ryan Lohr, Charlie Nauen, Linda Nides, Jeffrey Perlman, Ben Saxon, Mike Saxon, Polly Saxon, Marsha Schoenkin, Sally Silk, Ezra Strohm, Mark Usem

STAFF: Rob Jacobs, Sharyn Pesses, Marilyn Ruby, Julie Swiler

DVAR TORAH (Mark Adelman):

- Mark began the meeting with a Dvar Torah on the theme of tzedakah. Volunteers were asked to sign up to deliver a Dvar Torah before each meeting. The theme can involve tzedakah or focus on that week's Parsha.
- As a form of tzedakah, Board members were encouraged to consider making an endowment gift through Life & Legacy.

INTRODUCTION OF NEW BOARD MEMBERS: Our new Board members are Erin Baldinger, Liza Henry, Jennifer Kaplan, Adi Leviatan, Ryan Lohr, Linda Perry and Ezra Strohm. Mark Adelman encouraged all new members to ask questions if they don't understand any of the discussion.

ELECTION OF NEW BOARD MEMBERS: Liza Henry elected unanimously.

ELECTION OF NEW EXECUTIVE COMMITTEE MEMBERS: Of the 15 Executive Committee members, 12 are ex-officio. The motion to elect Roz Segal, Mary Ann Wark and David Krco to the Executive Committee passed unanimously.

GOOD & WELFARE (Mark Adelman): Victoria Fodor sent a thank you note for the flowers sent by Federation on the passing of Charles Fodor. Mazal tov to Rob Jacobs and his family on their new home.

MINUTES FROM MAY 25, 2018: Accepted unanimously contingent on changing the total of outstanding cards to \$600,931. Also, minutes should reflect that Bruce Goldfarb and Linda Perry have assumed their positions as campaign co-chairs effective June 2018.

CAMPAIGN REPORT (Linda Perry):

- The 2018 campaign will close on December 31, 2018. We've received 655 donations that total \$1.6 million. This represents 80 percent of our campaign goal. We anticipate raising \$2.1 million, which exceeds our estimate of \$2 million.

- The Harry Kay Foundation donation is not included in this total. An email from Tom Sanders was sent to Rob as a formal acknowledgement. Rob will get in touch with Tom to confirm the donation.
- The 2019 campaign will feature some changes. We will have a unified campaign, where men and women work together on solicitations, and our campaign year will match the calendar year.
- A “dream team” of solicitors is being organized to help close major gifts to the 2018 campaign. hopefully by August. More volunteers would be appreciated.
- Our new database, a non-profit version of Sales Force, will be working in the next few months.

APPROVAL OF PHILANTHROPIC FUNDS (Mark Adelman): Approved unanimously. Tomorrow, Rob will send Board members information on how much is in the “bucket” for phil funds.

STAFF UPDATE (Rob Jacobs): Susan Tervola no longer is employed as Executive Assistant at Federation. Rob is interviewing a candidate on Monday. Jeri Glick Anderson (former Federation Campaign Director) will be meeting with Rob and has offered to help with our search for a development director. Three previously interested candidates dropped out due to salary.

CBRC ALLOCATIONS AS RECOMMENDED BY EXECUTIVE COMMITTEE: CBRC Chair Lynne Sanders began by thanking the many people involved in the allocations process. The CBRC recommendations were approved unanimously, based on a pro-ration of these amounts through Dec. 31 and with the qualification that the allocations are contingent upon Federation meeting its campaign goal.

OF NOTE:

- This is an interim year as we change our campaign and allocation calendars to match the calendar year. When we notify agencies of their allocation, we will note that funding is contingent upon meeting our campaign goal, and that funding is based on a percentage of the full year’s allocation.
- While the donation from the Edelstein Foundation previous was broken out as a separate item under income, the donation now is included in the campaign total.
- Line #35: Last year, we actually paid \$150,000 to the Collective (JAFI, JDS, ORT). This year’s allocation of \$100,000 is meant as a placeholder. When we know our actual campaign results, we will notify JFNA in December with the actual payment amount.
- If we raise more or less than anticipated, we will revisit these allocations in November.

DISCUSSION:

- It was suggested that every board member serve on a CBRC subcommittee at some point. Board members will be encouraged to sign up for next year. Also, serving on a CBRC committee has been a stepping stone to getting new Board members. Members should not enlist for a subcommittee if they have a vested interest in an agency that is funded by that subcommittee.
- Line #34. When choosing national/overseas agencies, is there a strategic prioritization? We have a long history of donating to some agencies (i.e., JAFI, JDC, ORT), and some are recent additions with connections to us. Subcommittee Chair Jerry Helfand explained that we donate to each organization for a reason, and the recommendations are not just a rubber stamp. For many years, we’d been giving 29% of our budget to national/overseas, and now we are recommending 14%. Three of the smaller donations represent agencies that substitute for our previous donations to the New Israel Fund.

ANNOUNCEMENT OF AUGUST BOARD RETREAT: ROLES AND RESPONSIBILITIES OF BOARD, EXECUTIVE COMMITTEE AND CEO: A Board retreat is being planned for Sunday, Aug. 19: This 4.5-hour retreat will be facilitated by a JFNA adviser and will focus on strategic planning and effective board management.

UPDATE ON JCC ACTIVITY: Roz Segal, a St. Paul JCC Board member, explained that there is a lot of false information floating in the community. Nothing has been approved, and no merger is taking place. A task force is doing due diligence to consider the feasibility of the St. Paul JCC helping manage the Sabes JCC for a 2-year period.

LETTER OF SUPPORT: Roz Segal brought up the issue of the Federation signing a letter of support without approval from the Board. Rob Jacobs agreed that the Board should be surveyed, and the CEO should not decide on behalf of the entire Board. He recommended that the Executive Committee develop a recommendation to the Board. Contact Mark Adelman if you have any recommendations.

MARKETING: Julie Swiler would like to institute a social media campaign focused on summer reading. Please notify Julie if you'd like to recommend a Jewish author or Jewish-themed book.

ADJOURNMENT: 8:30 p.m.