

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

ATTENDING: Mark Adelman, Jay Baldinger, Wendy Baldinger, Rabbi Zalman Bendet, Alan Bernick, Lisa Bernick, Aaron Biel, Deb Frishberg, Barry Glaser, Bruce Goldfarb, Jerry Helfand, Brian Kamin, David Krco, Nancy Lane, Rick Linsk, Susan Minsberg, Charlie Nauen, Jon Parritz, Jeffrey Perlman, Bonnie Resnick, Mitch Rubinstein, Roz Segal, Yoav Segal, Michelle Shaller, Steve Shaller, Mark Usem, Mary Ann Wark, Deb Weiss

STAFF: Phil Clausen, Rob Jacobs, Sharyn Pesses, Marilyn Ruby, Juliana Sellers, Judy Sharken Simon, Julie Swiler

NOT ATTENDING: Sharon Benmaman, Steve Brand, Jon Brod Farber, Charles Fodor, Karen Gordon, Mitzi Gramling, Elyse Less, Sarah Levine, Michael Levitt, Scott Marvy, Ron Matz, Linda Nides, Lynne Sanders, Ben Saxon, Mike Saxon, Polly Saxon, Marsha Schoenkin, Sally Silk, Marni Tselos, Howard Zack

MINUTES TAKEN BY: Marilyn Ruby

WELCOME: Mark Adelman called the meeting to order at 7:04 p.m. The Board expressed condolences to the Stern family on the death of long-time Federation volunteer Harlan Stern. Funeral and shiva information was shared. Mark also reminded the Board that Charles Fodor has been very ill, and Charlie Nauen shared that Charles welcomes cards, calls and encouragement.

MINUTES FROM DEC. 19, 2017: The minutes were approved unanimously with one revision.

CAMPAIGN REPORT: Alan Bernick provided an update on our various campaigns.

- The 2017 campaign has closed. Actual pledges equal \$1,975,192, up 2% from the previous year.
- The 2018 campaign currently has 495 gifts equaling \$977,000; adding endowment funds bring the total to \$1,670,000. This is about 54% of last year's campaign. We now need to focus on closing this campaign.
- 2019 Campaign Chairs will be Linda Perry and Bruce Goldfarb. The gala to kick off the campaign is scheduled for Sunday evening, Sept. 16.
- Going forward, we will be changing our model from one gala to two major fundraising events per year, and we will emphasize direct solicitations and long-term cultivation of donors.
- Save the Date: On Thursday, April 26, Rabbi Steven Leder will be the guest speaker at a fundraising event. We will be asking for table captains. It was suggested that we have a budget for the event so that we can measure the benefits.
- Rob has reached out for legal assistance to understand the Federation's responsibility for funds withdrawn from the Shapiro Endowment Fund.

FINANCIAL STATUS - Phil Clausen reviewed Federation finances:

- The adjusted income data reflects real numbers.
- The main difference in allocations reflects decreased payments to our overseas agencies. JFNA has not yet formally accepted our proposal to write-off past due pledges. Rob Jacobs explained that

this is a one-year adjustment, and the next CBRC will decide how to proceed with overseas agencies. All local agencies are being paid in full.

- Expenses are higher than expected, mainly due to the overlap of Eli Skora and Rob's employment. Also, the former budget for salaries was inaccurate. Rob noted that our Federation has high overhead for a non-profit of our size, and he will be working with various committees to bring proposals to the Executive Committee any proposals for change. His focus now is on hiring a Director of Development and an executive assistant.
- The need for a Finance Committee is urgent.

GENERAL STATUS REPORT: Rob Jacobs said that he will send information in writing instead of reviewing his assessments and recommendations at the Board meeting. He acknowledged frustration over his lack of timely communication, and he will make this a higher priority.

REVISING FINANCES, OPERATING BUDGET, CAMPAIGN & ALLOCATIONS: Rob Jacobs explained that Federation will be synchronizing its campaign and allocations calendars to match our fiscal year (May 1-April 30). He plans to make the annual campaigns more relationship-based, with multiple "touches" to donors over the year. He will be working with the finance, campaign, audit and executive committees to develop new ideas.

SUPPLEMENTARY COMMUNAL HIGH SCHOOL CONDITIONAL FUNDING - Mary Ann Barrows Wark presented a resolution "that Federation will commit up to \$75,000 per year for up to three years to the new Supplementary Communal High School, when it is assured that Beth Jacob Congregation, Mount Zion Temple, Talmud Torah of St. Paul, and Temple of Aaron have committed to participate in such a school, and set the date for beginning of classes, and the new entity needs to spend financial resources for the start up." The motion passed with 3 abstentions.

FEDERATION COMMITTEE UPDATE: Mark Adelman & Steve Brand want to establish and re-establish some committees.

- Nominating Committee — This committee is chaired by the immediate past-president. Board members should contact Susan Minsberg if they want to suggest names for new members.
- A motion was made to have the Nominating Committee appoint a president-elect who will serve in that capacity for two years. The motion passed with one abstention.
- It was suggested that the size of the Board be discussed at a future meeting. This will help guide the Nominating Committee's work.
- The Personnel Committee has been revitalized, and its first charge is a six-month review of our CEO. Board members who wish to review the CEO should contact Mark for a form.

IT'S YOUR LEGACY UPDATE: Juliana Sellers provided an update on St. Paul's participation in the Life and Legacy program. She also discussed the potential impact of new tax law changes.

PHILANTHROPIC FUNDS APPROVAL: Approved unanimously.

ADJOURNMENT: The meeting was adjourned at 8:43 p.m.