

**Jewish Federation of Greater St. Paul**  
**Board of Directors**  
**Wednesday, Oct. 25, 2017, 7:00 p.m.**  
**MINUTES**

**ATTENDING:** Mark Adelman, Jay Baldinger, Wendy Baldinger, Sharon Benmaman, Alan Bernick, Lisa Bernick, Aaron Biel, Steve Brand, Charles Fodor, Deb Frishberg, Barry Glaser, Bruce Goldfarb, Karen Gordon, Mitzi Gramling, Jerry Helfand, Brian Kamin, Nancy Lane, Charlie Levine, Sarah Levine, Scott Marvy, Ron Matz, Susan Minsberg, Charlie Nauen, Linda Nides, Jon Parritz, Mitch Rubinstein, Marsha Schoenkin, Roz Segal, Yoav Segal, Michelle Shaller, Steve Shaller, Sally Silk, Marni Tselos, Mark Usem

**STAFF:** Phil Clausen, Rob Jacobs, Marilyn Ruby, Julie Swiler

**NOT ATTENDING:** Rabbi Zalman Bendet, Jon Brod Farber, David Krco, Jessica Lerman, Elyse Less, Michael Levitt, Rick Linsk, Ron Matz, Charlie Nauen, Jeffrey Perlman, Bonnie Resnick, Lynne Sanders, Ben Saxon, Mike Saxon, Polly Saxon, Mary Ann Wark, Deb Weiss, Howard Zack

**MINUTES TAKEN BY:** Marilyn Ruby

**WELCOME:** Steve Brand called the meeting to order at 7:02 p.m., and he welcomed the Board.

**2017 B'YACHAD PROGRAM:** Rena Glaser, Jewish Family Service Board member and chair of JFS's B'Yachad program, provided a brief overview of the program and encouraged Board members to fill an order or donate gift cards/cash. JFS has received requests for 180 holiday gift bags. They are collecting through Nov. 22.

**MINUTES FROM SEPT. 27, 2017:** Minutes from the Board's meeting on Sept. 27, 2017, were approved unanimously.

**UPCOMING HA'ARETZ ARTICLE:** Rob Jacobs said that *Ha'aretz* will be publishing an article about Federations, and they have asked for information from St. Paul. JFNA anticipates that the article will be critical of Federations. JFNA already is preparing a counterpoint article. It was suggested that we be proactive and publish an article about transparency, how we run, etc., on Facebook and our website. Julie Swiler is compiling talking points. When the article is published, a link will be sent to Board members.

**CAMPAIGN REPORT:**

- Campaign Chairs Deb Frishberg and Alan Bernick reported that using matching funds was an effective way to start the campaign. Now is a good time to encourage donors to give year-end stock donations.
- Rob Jacobs encouraged Board members to pay their 2017 and 2018 outstanding pledges soon to ease cash flow problems. Our office will be billing all outstanding payments for past and present pledges.
- Steve Brand noted that those over age 70 ½ can transfer up to \$100,000 of their required minimum distributions directly from their IRAs to the Federation.

**ENDOWMENT GRANTS COMMITTEE RECOMMENDATION (Tri II):**

- Endowment Grants Committee Chair Sharon Benmaman said the committee has sent out RFPs, which are due by the end of November. The next committee meeting is planned for mid-December.

- The committee is recommending that \$3,500 be allocated to fund the Tri II program that will bring Jewish students in the community together for a trimester. Questions were asked about the program's total budget and other funding sources. The recommendation was approved with two abstentions.

**FIVE PRIORITIES: SOCIAL MEDIA TRAINING PROPOSAL:**

- Discussion on this issue was unanimously “untabled” from the previous Board meeting. This allocation will provide technical training in using social media for three of our agencies.
- An allocation of up to \$17,000 from the 5 priorities holdback funds was approved unanimously.

**REFILLING ENDOWMENT GRANTS FUND:**

- Rob Jacobs led a discussion on a depleted endowment grants fund. He explained that since 2008, interest accrued from endowment funds has been credited to the general campaign instead of going into an endowment grant fund. Due to this practice, we have only \$120,000 left in the fund. Rob proposes that the Board change this practice back to a system whereby interest goes into this separate fund.
- The Board will revisit this issue at the next Board meeting, and Rob will provide specific financial information and a recommendation from the Executive Committee.

**FEDERATION LOGO:** Discussion was held on the issue of changing our logo so that “St. Paul” is more prominent and distinguishes us from the Minneapolis Federation. Issues of costs, branding issues, deleting the word “Greater”, and trademarks were raised. No action was taken at this meeting.

**NEW OPERATING BUDGET & REVISED CAMPAIGN CYCLE:** Discussion was held on the possibility of changing our 18-month campaign to a 12-month campaign. It was recommended that this multifaceted issue be brought to the Campaign Cabinet for review before further discussion by the Board.

**CAMPAIGN CONSOLIDATION:** Discussion was held on the issue of consolidating our men’s and women’s campaigns into one campaign overseen by a vice president of development. It was recommended that this issue be brought to the Campaign Cabinet for review before further discussion by the Board.

**ADVISORY GROUPS:** Steve Brand reported that the Federation could benefit from advisory groups for finance, accounting and tech support. Those with expertise in any of these fields who would be willing to help Federation should e-mail Marilyn Ruby, [mruby@stpaulfed.org](mailto:mruby@stpaulfed.org).

**ALLOCATION OF PHILANTHROPIC FUNDS:** Approved unanimously.

**GOOD & WELFARE:**

- *Refuah shlaimah* to Stuart Sanders.
- Mickey Minsberg and Deb Frishberg sent thank you notes to Federation for fruit baskets sent when their parents recently passed away.
- We received a thank you note from the Jewish community at Moose Lake Treatment Center for sending a lulav and Etrog for Sukkot.

**ADJOURNED:** 9:15 p.m.