

Jewish Federation of Greater St. Paul
Board of Directors Meeting
Wednesday, Nov. 29, 2017, 7:00 p.m.
MINUTES

ATTENDING: Mark Adelman, Jay Baldinger, Wendy Baldinger, Rabbi Zalman Bendet, Sharon Benmaman, Alan Bernick, Lisa Bernick, Steve Brand, Charles Fodor, Deb Frishberg, Barry Glaser, Bruce Goldfarb, Karen Gordon, Mitzi Gramling, Jerry Helfand, David Krco, Nancy Lane, Charlie Levine, Sarah Levine, Rick Linsk, Scott Marvy, Susan Minsberg, Jon Parritz, Bonnie Resnick, Mitch Rubinstein, Lynne Sanders, Ben Saxon, Mike Saxon, Polly Saxon, Rosalyn Segal, Yoav Segal, Michelle Shaller, Steve Shaller, Mark Usem, Mary Ann Wark, Deb Weiss

GUESTS: Stephanie Levine, Holly Brod Farber, Randi Roth

STAFF: Rob Jacobs, Marilyn Ruby, Judy Sharken Simon

NOT ATTENDING: Aaron Biel, Jon Brod Farber, Brian Kamin, Jessica Lerman, Elyse Less, Michael Levitt, Ron Matz, Charlie Nauen, Linda Nides, Jeffrey Perlman, Marsha Schoenkin, Sally Silk, Marni Tselos, Howard Zack

MINUTES TAKEN BY: Marilyn Ruby

WELCOME: Steve Brand welcomed board members at 7:01 p.m. Rob Jacobs noted that going forward, materials will be sent to board members at least a week before the next meeting or the item will not be included on the agenda.

MINUTES FROM OCT. 25, 2017: Minutes were approved (with suggested corrections) with two abstentions.

ALLOCATION OF PHILANTHROPIC FUNDS: Approved unanimously.

PANEL 2 REPORT: NEXT GENERATION: Judy Sharken Simon began by reviewing Planning Process initiatives that are entering the implementation phase. Randi Roth reviewed research conducted locally and nationally by Panel 2, and she described the panel's five recommendations:

1. Develop a young adult philanthropy fund
2. Engage in partnerships in larger community for social good
3. Engage in safe discussions
4. Expand Jewish professional affinity groups
5. Address the cost issue

Additional recommendations include:

1. Expand on TCJewfolk's "Who the Folk" concept
2. Expand educational, networking and leadership development opportunities through the bi-cities Harry Kay Leadership Development Program

Steve Brand thanked Randi and Judy Sharken Simon for their work on this panel and on the overall planning process. He asked board members to send their questions to Rob or him by Tuesday, Dec. 12, and these items will be addressed at the next board meeting. The Board unanimously voted to table acceptance of the Panel 2 report until the next Board meeting.

FIRST 100 DAYS: FINANCIAL REPORT: Rob Jacobs reported that for the past 10 years, our Federation has been overestimating our campaigns, resulting in insufficient funds to cover our approved overseas and national allocations (except for P2G and JFNA dues). We currently owe JFNA \$2.7 million for the unpaid overseas and national allocations. Instead of allocating 70% local and 30% for national/overseas, we've actually been allocating 78% local and 22% national/overseas. Based on discussions with the CFO of JFNA, JFNA has offered to write off the entire amount currently due from us.

Rob outlined recommended steps for moving forward:

- Accept JFNA's offer to write off entire account payable
- Commit to full transparency.
- Acknowledge a 10% drop in our campaign.
- Work with our auditors to implement financial controls and reporting requirements.
- Reconstitute the Finance & Audit Committee, and include an independent accountant on the Committee and/or our Board
- Going forward, use conservative campaign numbers
- Create Board training on how to understand financial statements
- Share monthly financial reports with Board
- Send out all materials to the Executive Committee and Board at least a week before meetings
- Follow guidelines of Guidestar & Charity Navigator to comply with best practices for 501(c)3 organizations
- Create new development strategies to grow campaign

Ensuing discussion (confidential) covered several areas including:

- Rob was thanked for tackling this issue and bringing it to the Board.
- Federation needs improved fiscal controls and business procedures. This would include reinvigorating the Audit and Finance Committees. An outside consultant might be hired for this, and we may need to set different parameters for our auditors.
- Federation needs an immediate communication plan with a controlled message.
- Federation should realign its allocation cycle to coincide with its fiscal year.
- Federation will send an accurate payment to JFNA for 2017 allocations, thus stopping the cycle of over allocating and underpaying.
- Allocation to our local agencies and to P2G have been protected.
- Federation will reconvene its CBRC National/Overseas Subcommittee to reallocate based on real numbers.

The Board voted unanimously on the following recommendations made by the Executive Committee:

1. The Board voted to accept JFNA's offer to forgive \$2.7 million in receivables from the Jewish Federation of Greater St. Paul.
2. The Board voted to reconvene the CBRC National/Overseas Subcommittee to reallocate reduced funding available for fiscal year 2017 for Board approval.

ADJOURNMENT: Steve Brand wished everyone a Happy Chanukah, and the meeting was adjourned at 9:17 p.m.