

**Jewish Federation of Greater St. Paul**  
**Board of Directors Agenda**  
**Wednesday, Sept. 27, 2017, 7:00 p.m.**

**ATTENDING:** Mark Adelman, Jay Baldinger, Wendy Baldinger, Rabbi Zalman Bendet, Sharon Benmaman, Alan Bernick, Lisa Bernick, Aaron Biel, Steve Brand, Jon Brod Farber, Charles Fodor, Deb Frishberg, Barry Glaser, Bruce Goldfarb, Mitzi Gramling, Jerry Helfand, Brian Kamin, David Krco, Jessica Lerman, Charlie Levine, Sarah Levine, Rick Linsk, Scott Marvy, Ron Matz, Susan Minsberg, Charlie Nauen, Jon Parritz, Jeffrey Perlman, Bonnie Resnick, Mitch Rubinstein, Ben Saxon, Marsha Schoenkin, Roz Segal, Yoav Segal, Michelle Shaller, Steve Shaller, Marni Tselos, Mary Ann Wark, Deb Weiss

**STAFF:** Phil Clausen, Rob Jacobs, Marilyn Ruby, Judy Sharken Simon, Charley Smith, Julie Swiler

**NOT ATTENDING:** Karen Gordon, Nancy Lane, Elyse Less, Michael Levitt, Linda Nides, Lynne Sanders, Polly Saxon, Michael Saxon, Sally Silk, Mark Usem, Howard Zack

**MINUTES TAKEN BY:** Marilyn Ruby

**WELCOME:** Steve Brand called the meeting to order at 7:07 p.m. Mary Ann Wark began the meeting with a reading about the mitzvah of tzedakah.

**MINUTES:** The minutes from the Board's meeting on Aug. 23, 2017, were approved with 1 abstention.

**REPORT ON SEPT. 11 EXECUTIVE COMMITTEE MEETING:** Rob Jacobs reported that the Federation will need to increase its operating budget to hire a development director and to update systems and processes that are inadequate due to benign neglect over many years. The Executive Committee has asked Rob to prioritize these needs and then will discuss funding.

**CAMPAIGN REPORT:** Alan Bernick thanked staff and all Board members who attended the Annual Gala. A survey will be sent out soon to get feedback and ideas for ways to improve the Gala next year.

- To date, the 2018 campaign has raised \$666,852, which is \$260,000 more than this time last year. We will begin reporting card-for-card information for the campaign.
- Thanks to the offer of a match, we raised \$23,000 in increased donations. We are seeking donors to match the entire amount. We hope to increase corporate donor giving levels significantly.
- Our special campaign for Holocaust survivors has raised \$11,260.
- When we update campaign workers, we will ask them to encourage donors to transfer appreciated stock.

**PLANS FOR NEXT YEAR'S ANNUAL CAMPAIGN KICKOFF EVENT:** Rob Jacobs said that we will begin planning next year's event 6 months in advance. He suggested using table captains to help increase attendance.

**WARM & WELCOMING PANEL RECOMMENDATION: SOCIAL MEDIA COACHING PACKAGE:**

- Rick Linsk explained that one of the recommendations coming from the Listening Project was a revamped website for the Twin Cities Jewish community. TC Jewfolk will build the new website and provide social media training for our beneficiary agencies. The website is being funded by the Harry Kay Foundation.

- There is a proposal to use \$17,000 from the Community Planning Project (CPAC) reserve to fund a pilot program to train 3 St. Paul agencies in using social media.
- Because so many questions were raised about the project's logistics and funding, the Board voted to table the discussion until the next meeting. If, however, we receive the necessary information before that meeting, the Board has the option to be notified and polled electronically.

**CHANGING LOCATION FOR BOARD MEETINGS: CONNECTING WITH OUR AGENCIES:** Rob Jacobs explained that the Federation needs more space for staff. To facilitate this, he proposed considering conversion of some of the conference room space to offices. To accommodate the loss of some board room space, Federation could hold its Board meetings at the offices of some of our beneficiary agencies. This also would give Board members the opportunity to gain a better understanding of our agencies and their facilities. It was suggested that we would need to be mindful of time management for Board meetings to accommodate presentations from the host agencies. The Board voted (with 1 opposed) to pursue these recommendations. The staff will begin working on the logistics.

**PHILANTHROPIC FUNDS:** Approved unanimously.

**GOOD & WELFARE:**

- Happy birthday today to Charlie Nauen.
- Ron Matz reported that our former shlichah Alisa Warshavsky had a baby girl (Inbal).
- Condolences to Deb Frischberg on the recent death of her mother, Ruth Rischall.
- Condolences to Susan Minsberg on the death of her father-in-law, Sol Minsberg. A minyan to mark the end of shloshim will be held at 7 p.m., on Sept. 28, at Sholom East.
- Refuah shlaimah to Mark Usem's father, Arnie, who is in the hospital.
- Aaron Biel was invited to join UN Watch delegation in Geneva, and he observed the UN Human Rights Council discussion on "Occupied Palestine."
- Barry Glaser noted that the video shown at the recent Life & Legacy event has been fixed and will be available for viewing next week on the Federation website.

**ADJOURNMENT:** The meeting was adjourned at 8:50 p.m.