

Jewish Federation and Foundation of Rockland County

Board of Directors

Minutes

May 16, 2016

Attendance: Andrea Weinberger, Chair, Roberta Aaronson, Lillian Adler, Carol Blau, Stephen Cohn, Scott Coopersmith, Rabbi Paula Mack Drill, Steve Gold, Lisa Green, Phil Gruber, Robert Israel, Melinda Levin, Rabbi Jeremy Ruberg, Mike Satran, Bob Silverman, Harriet Spevack, Nat Wasserstein, Alfred Weiner, Charna Weissman, Gary Siepser, CEO

Minutes: The minutes of the March 16, 2016 meeting were approved as presented.

Campaign Report: Bob Silverman, Andrea Weinberger and Gary Siepser reported that there was still a great amount of work to be done to complete the 2016 Annual Campaign. It is also clear that over \$60,000 in gifts from 2015 will not be forthcoming as a result of deaths, moves or being one-time gifts in honor of a particular occasion. Gary also noted that pledges for 2016 will continue to be booked until the end of July and possibly the end of August. He also suggested that the time table of future campaigns be aligned with the regular calendar to reduce donor confusion. Finally, Gary noted that much greater campaign discipline will be needed to grow the Federation's income.

Federation has received a matching gift to increase funds going to Israel. The donor challenge was a one-to-one match of \$12,500 up to a total amount of \$25,000. The matching amount has been either pledged or paid. Andrea has appointed Carol Blau to chair a committee to determine the use of the funds and make the distribution as cash is received.

Andrea reported on the successful Women's Philanthropy event on May 4 and noted that Federation will support a World Kindness Day program on Sunday Nov 13th. The details of the event to be determined. Gary noted that one or more partners will be needed to be successful with this activity.

Finance Report: Mike Satran reviewed highlights of the finance report through April 2016 particularly noting that there was a high degree of confidence that the report reflects the true position of various lines in the budget.

Mike presented the proposed budget for FY 2016-17. In discussion it was agreed that Federation's participation in Partnership2Gether is not achieving the anticipated engagement of donors; primarily because all the activities are 2 hours or more away in Connecticut. Therefore Federation will end its participation in the P2G arrangement. It was also agreed that the Shaliach program should be reviewed and consideration be given to other options. Melinda noted that she felt Liraz is doing a great job reaching teens and others. Gary noted that by definition the role of Shaliach is very challenging and requires an extraordinary person and personality to be successful.

Mike asked for a motion to approve the financial report and budget for FY 2016-17 as presented. The motion was seconded and approved.

Allocations Committee Report: Steve Cohn reviewed the process and presented the recommendations of the Allocation Committee. He noted that the committee had desired to increase grants to the Hebrew Academy and the JCC for scholarship aid but were limited by the guideline cap of \$15,000 for any one grant. The Executive Committee reviewed the situation and recommended that these 2 grants over the cap be allowed. There was consensus on this point and that in the future the scholarship cap should be higher. The group also discussed the modest reduction in the allocation to the JCC. Andrea and Gary will meet with the JCC leadership to explain the process

and why this decision occurred. Steve thanked the members of the committee for the work they did and particularly thanked Rob Grosser for his input and assistance.

Jewish Education Update: Harriet Spevack updated the board on Federation's adult education program offerings. She reported that about 100 adults took classes in the past year. Gary noted that he saw such participation as a great opportunity for community engagement.

Market Position and Name Change: Andrea and Gary introduced a proposal to modify the organization's public name to Jewish Federation and Foundation of Rockland County. Such a change would be keeping with the trend in many other communities and raise the profile of the endowment program. In discussion it was emphasized that, at this time, this is a marketing step and not a change in the legal name or bylaws. A motion was made and seconded to use the name Jewish Federation & Foundation of Rockland County. The motion was approved.

Adjournment: The meeting was adjourned at 9:00.