

# Jewish Federation & Foundation of Rockland County

## Board of Directors

November 7, 2016 7:30PM

## Jewish Community Campus

**Attendance:** Lisa Green, Chair Roberta Aaronson, Judith Bachman, Carol Blau, Stephen Cohn, Bert Distelburger, Mike Satran, Carol Schiller, Steve Schulman, Bob Silverman, Harriet Spevack, Nat Wasserstein, Andrea Weinberger, Alfred Weiner, Charna Weissman, Bonnie Werk, Beth Weiss-Dunn, Operations Director and Gary Siepser, CEO

**Minutes:** Upon motion and second, the minutes of the meeting of May 16, 2016 were approved as presented.

**Community Relations Committee Update:** On behalf of Steve Gold, Lisa and Gary reported on recent activity concerning the throwing of explosives at the homes of 2 rabbis over the summer. They had a meeting with Clarkstown Supervisor George Hoehmann and learned that the case file remains open so that at any time charges may be brought. Lisa and Gary also reported on their communication with the Orange County Federation after the anti-Semitic vandalism of the Jewish cemetery in Warwick. Finally, they noted the challenge of fighting social media that includes both overt and subtle anti-Semitic and racist messages.

**Annual Campaign:** Bob Silverman and Beth Weiss-Dunn reported:

- 292 gifts have been closed for 2017 vs 427 at this time last year.
- \$166,402 has been pledged vs \$129,771 at this time last year.
- Closed gifts in 2017 have increased by an average of 8.3%

In discussion it was noted that the High Holiday appeal is still coming in and an effort is underway to contact directly all those who had made gifts by this time last year.

The Lion of Judah/Pomegranate event will take place on December 1. The Executive Director of Leket will be the guest speaker.

Super Sunday will take place on Dec 11, which is about 8 weeks earlier than in year's past. This is part of the strategy to shift the campaign to better align with the calendar and use year-end tax considerations as a motivation/incentive.

**Community Weaving:** Lisa reported that there will be a Community Weaving session on November 9<sup>th</sup> with a representative of SIT, the Israeli business consulting firm, facilitating the discussion. A good turn-out is expected. Interested board members were invited to sit in. Carol Blau shared her experience with SIT and Bob Silverman shared his observations from the September session and another meeting at Temple Beth Shalom noting the great momentum and positive feeling surrounding the process.

**Finance Report:** Mike Satran reviewed highlights of the monthly report noting:

- Federation's books are in much better shape than a year ago
- Expenses are at or below budget
- There is clearly a challenge on the income side which is campaign related and being addressed
- The audit and tax filing are in process

Gary thanked Mike, Andrea, Lisa, Rob Grosser and Nat for their help in getting Federation's "back of house" in order.

**Shaliach:** Lisa reported that she has asked Carol Blau to chair a committee to look at Federation's return on investment for the Shaliach program and to report on additional options which may achieve Federation's goals of building connections with Israel, Israel advocacy and community engagement.

**Adjournment:** Upon motion and second, the meeting was adjourned at 8:45.

