

Jewish Federation & Foundation of Rockland County

Board of Directors

December 17, 2018 7:30 PM

Silverman Suite Jewish Community Campus Rockland NY

Attendance: Steve Cohn, Lisa Green, Co-Chairs, Carol Blau, Scott Coopersmith, Bert Distelburger, Andrew Eisen, Lance Gilden, Doug Katz, Melinda Levin, Marcy Pressman, Jeremy Ruberg, Michael Satran, Carol Schiller, Steven Schulman, Ben Sharff, Robert Silverman, Harriet Spevack, and Alfred Weiner Bonnie Werk and Alden Wolfe

Guests: Lois Silverman and Arlene Schiff

Gary Siepser, CEO Eve Zukergood, Business Manager

Approval of Minutes: Upon motion and second, the minutes of the meeting of November 12, 2018 were approved as distributed.

Life and Legacy Program: Arlene Schiff, national director of the Life and Legacy program for the Harold Grinspoon Foundation, gave an overview of the program and commended the community on its efforts in launching the program among 14 participating congregations and agencies. Arlene noted that the next step in the project requires board members to lead by example and make provisions for the organizations of their choice (along with Jewish Federation) in their estate plans. Lisa and Steve thanked Arlene and the Grinspoon Foundation for accepting Rockland into the program.

Annual Campaign: The campaign report was distributed. Gary noted that while the campaign is ahead on pace by about \$47,000 with an average gift increase of about 8%, the gift count is down by 137 donations. This continues a pattern seen over many years both in Rockland and nationally. Gary also reported that a pre-recorded call was made to all open gifts and that the Chanukah direct mail appeal continues to come in.

Finance Report: The finance report was distributed for the period ending Nov 30, 2018. Members were asked to review at their convenience and to please contact Greg, Gary or Eve if they have questions.

Jewish Standard Update: Gary reported that after negotiations with the Jewish Standard, agreement has been reached. Starting with the January 18, 2019 edition, the Jewish Standard will expand coverage to Rockland County; including changing the paper's mast-head to reflect this. He noted that the challenge will be to insure that Rockland congregations and agencies take advantage of this opportunity to dramatically expand coverage about their activities. Federation will host a workshop on Jan 3 for congregations and agencies to learn about this opportunity and how best to secure coverage. Federation will send print copies of the paper to about 140 top supporters and others. Federation is entitled to 200 print weekly subscriptions. The paper, along with the Times of Israel, will be electronically distributed to Federation's 4,000 (approximately) email contacts each week. Federation will pay the Jewish Standard \$10,000 in 2019 for this access. The Federation will discontinue the monthly newsletter Fed Connect. The savings from the 4 print additions alone (printing and mailing) will offset the cost. Gary noted that there will be a learning curve with this initiative over the first few months and that adjustments will be needed. He asked board members to please give him feedback on the paper and what they hear in the community.

Creating a Community Strategic Plan: As a result of changes in the environment (local demographics, decreased formal affiliation, issues with the Jewish Community Campus as discussed last meeting, changing notions of Jewish identity, perceptions of and emotional connections to Israel, etc.) and the challenges of many Rockland Jewish organizations, it is apparent that a strategic planning process is needed. It was noted that the focus of the process will be the community and organizations affiliated with Federation and the Rockland Board of Rabbis. The process will develop initiatives for Federation to best use its resources to address the challenges and build a more vibrant community, primarily among these organizations. Gary noted that such a process

requires an expedited time frame and requires financial resources. The Board discussed various considerations and several members volunteered to be part of a steering committee.

A motion was made and seconded: Resolved that up to \$25,000 from the endowment fund be expended to facilitate a strategic planning process with a goal of bringing a set of recommendations to the board in time to inform the budget year beginning July 1, 2019. After discussion, the motion was adopted.

Adjournment: The meeting was adjourned at 8:55 PM.