**United Jewish Federation**

**Board of Directors Meeting Minutes**

**November 11, 2020**

**Attendees:** Ricky Arbron, Robin Fischel, David Gordon, Nan Gordon, Linda Gornitsky, Caryn Halbrecht, Jill Kaplan, Rachel Klein, Lorraine Kweskin, Peter Lilienthal, Nancy Mimoun, Dinah Miller-Marlowe, Jonathan Ostroff, Arlene Rosen, Edith Samers, Rhonda Schaffer-Maron, Michael Schlessinger, Tara Shapiro, Diane Sloyer, Sherry Steiner, Greg Waldstreicher, Ellen Weber.

David called the meeting to order at 7:35 pm.

**Approval of Minutes**

Arlene Rosen moved that the Board approve the minutes of the October 14, 2020 Board Meeting. Lorraine Kweskin seconded the motion which passed unanimously.

**Super Week Engagement**—Diane Sloyer

Thanks to the great work of Robin Fischel and Jonathan Ostroff, Super Week was very successful. Over the week, the programming engaged over 300 different individuals. The virtual programs included, among other things, a Jewish Agency for Israel (JAFI) Global Update, a Diversity Forum, musical entertainment with violinist Pavel Ilyashov, a community l’chaim to welcome Shabbat, and a Cocktail & Trivia Game night. An in-person, outdoor, socially-distanced PJ library program drew approximately 40 families.

**Campaign** -- Ellen Weber

Ellen reported that 185 pledges amounting to $122,500 were received on Super Sunday. Ellen extended her appreciation to all those who participated, not only in making calls, but also for all the behind-the-scenes work that contributed to making this a successful Super Sunday.

Upcoming campaign efforts include a series of call nights in December, including Giving Tuesday.

The campaign total raised to date is $740,000 from 381 donors. Of these donors, 74 are new donors. Last year at this time we had raised $680,000 from 307 donors. Ellen emphasized that we still have significant opportunities for the 2020 campaign, including ~720 donors who made gifts in 2019 but have not yet pledged for 2020.

The board members brainstormed additional ways to solicit and encourage further donations and to follow up with those missed on Super Sunday.

**JFNA Human Services Grant** -- Diane Sloyer

The JFNA Human Services Grant matches $.50 for every incremental dollar we raise between September 1 and December 31 for human service needs. As of 11/5/2020, we have generated incremental pledges of ~$86,000 and thus have secured at least $43,000 in grant money. Our Federation is currently eligible to receive up to $60,000 in grant money.

**Finance** --Edith Samers & Michael Schlessinger

To date, 2020 revenues are increasing as expected and expenses remain under budget.

Edith & Michael presented a budget for 2021 which had been previously reviewed and approved by the Finance Committee (Henry Bubel, Michael Schlessinger, Ricky Arbron, David Stein, and Edith Samers.)



Michael moved that the Board approve the 2021 budget. Ricky Arbron seconded the motion. After a brief discussion, the board approved unanimously.

Michael reported on the completion of our IRS 990 form which must be submitted by November 15. We expect this form 990 to support our goal to attain a 3-star rating with Charity Navigator. We will be taking steps to reach a 4-star rating as soon as feasible. Michael expects that we will need a ~20% increase in our campaign to be eligible to receive a 4-star rating in the future.

**Nominating Report**

Ricky thanked the nominating committee for their efforts. The committee included Caryn Halbrecht, Jonathan Ostroff, Myrna Sessa, Nancy Mimoun, Debbie Goldberg, and Gary Schulman.

Ricky presented the following slate for 2021:

New Directors (terms ending 12/31/23)

Ami Soifer

Beverly Stein

Jessica Batkin

Linda Hurwitz

Susan Kostin

Returning Directors

Terms expiring 12/31/21

Rachel Klein

Rhonda Schaeffer Maron

Dinah Miller-Marlowe

Jon Ostroff

Arlene Rosen

Edith Samers

Greg Waldstreicher

Returning Directors

Terms expiring 12/31/22

Robin Fischel

Nan Gordon

Caryn Halbrecht

Leon Hanna

Jill Kaplan

Tara Shapiro

Michael Schlessinger

Sherry Steiner

Ricky Arbron

Ellen Weber

David Gordon

Ricky moved that the Board approve the proposed slate. The motion was seconded by Nancy Mimoun and passed unanimously.

**Annual Meeting**

The Annual Meeting will be held on December 17. There will be an external speaker and a Chanukah candle-lighting ceremony. All Board members should plan to attend.

**New Business**

David reported on ongoing meetings with synagogue and agency leadership. These small Zoom sessions have offered the opportunity for frank dialogue and the chance to build positive relationships.

The meeting was adjourned at ~ 9:45 pm.

Next meeting: Wednesday, December 9, 2020

Respectfully submitted,

Arlene Rosen