**United Jewish Federation**

**Board of Directors Meeting Minutes**

**September 1, 2021**

**Attendees:** Ricky Arbron, Jessica Batkin, Joshua Esses, Robin Fischel, David Gordon, Nan Gordon, Caryn Halbrecht, Linda Hurwitz, Jill Kaplan, Rachel Klein, Susan Kostin, Dinah Miller-Marlowe, Jonathan Ostroff, Arlene Rosen, Edith Samers, Rhonda Schaffer-Maron, Tara Shapiro, Diane Sloyer, Beverly Stein, Ellen Weber

David called the meeting to order at 7:30 pm.

**Approval of Minutes**

Arlene Rosen **moved** that the Board approve the minutes of the August 4, 2021, Board Meeting. Dinah Miller-Marlowe seconded the motion. The motion passed with one abstention.

**Campaign Report** –Ellen Weber

Currently, 120 donors have made pledges amounting to $430,000 for the 2021 campaign.

Ellen encouraged Board members to sign up to make High Holiday calls and to help with deliveries of doughnuts and honey. She also asked that we register to attend the campaign kick-off event on September 12 and to sign-up to participate in Call Nights and Super Sunday activities.

**Security** —Caryn Halbrecht

Michael Shanbrom has been hired to fill the role of Regional Security Director. His official start date is September 27.

**Campaign Kick-off Event**—Linda Hurwitz

The Campaign Kick-off event will be held at the Darien Community Association on September 12. Rabbi Joseph Telushkin is the speaker. Each of our community agencies/synagogues has named an emerging leader who is to be honored at the event. Dining will be outside in the Association’s garden, and the formal presentations will be inside where masks will be required. There is an option to attend virtually.

**Jigsaw** – Diane Sloyer

In support of our marketing needs, Diane suggested that we work with a company called Jigsaw. The company would assist with marketing planning and execution, data analysis, data segmentation, content creation, campaign performance measurement, and messaging. Many other Federations utilize the services of this company, including St. Louis, Columbus, Portland, Austin, Boston, Metro West, New Haven, Omaha, Ann Arbor, and others. We can arrange a month-to- month contract at $3400 per month.

Edith Samers **moved** that UJF work with Jigsaw and plan to assess effectiveness after 6 months. Jessica Batkin seconded the motion which passed unanimously.

**JCRC**—Joshua Esses

A commemoration of 9/11 will take place virtually on a Zoom session at noon on 9/10. Speakers include all members of the Board of Rabbis, Eric Fingerhut, **President and CEO of The Jewish Federations of North America (JFNA), and Aaron Levenson, Temple Sinai member who was a first-hand witness to the horror of that day.**

A Walk for Unity is scheduled for October 10 at Cove Island Park. The rain date is October 17. Linda Spilka is the chairwoman for this event.

There will be a mayoral candidate forum on October 18.

**Strategic Plan Update**—Beverly Stein

The committee is ready to send out the opt-in survey. A cover letter and survey are to be distributed to agency/synagogue leaders the week of 9/6. They, in turn, are expected to forward the survey to their constituents. There will be two follow-up e-mails, the first during the week of 9/30 and the second during the week of 10/7.

The team is now deciding on the one-on-one interviews and focus groups.

**Nominating Committee**—Ricky Arbron

Ricky has formed a nominating committee to establish a slate for the 2022 Board of Directors. The committee members are:

Rhonda Schaffer-Maron

Arlene Rosen

Bob Abrams

Aviva Maller

Ricky Arbron

David Gordon, ex-officio

One additional person to be named

Ricky made a **motion** that the Board approve the nominating committee as presented. Ellen Weber seconded the motion which passed unanimously.

David adjourned the meeting at approximately 9:30 pm.

Next meeting: October 6, 2021.

Respectfully submitted,

Arlene Rosen