



Executive Committee

<i>President: Linda Meisel</i>	✓	<i>VP Adm: Judi Fleitman</i>		<i>Rabbi: Adam Feldman</i>	
<i>VP Fin: David Politziner</i>	✓	<i>Rec Sec: Russell Feder</i>	✓	<i>Director: Debbie Orel</i>	✓
<i>VP Ed and Y: Nicole Soffin</i>	✓	<i>Trust: Barak Bar-Cohen</i>	✓	<i>Trust: Naomi Richman-Neumann</i>	✓
<i>VP Rel Aff: Linda Milstein</i>	✓	<i>Trust: Moshe Margolin</i>	✓	<i>Trust: Ginger Schnitzer</i>	✓
<i>VP Prog: Helaine Isaacs</i>				<i>Past Pres: Naomi Perlman</i>	✓

General Board

<i>Adult Ed: Jeremy Kasdin</i>	✓	<i>HR: Harry Cummins</i>	✓	<i>Mens: Steve Hudis</i>	
<i>Adult Ed: James Rosenberg</i>		<i>Israel: Debbie Gross</i>	✓	<i>Mens: Aaron Bellows</i>	✓
<i>Finance: Benny Soffer</i>	✓	<i>JCW: Charlene Borsack</i>	✓	<i>Relig Affairs: Barbara Schwartz</i>	✓
<i>Fundraising: Bret Jacknow</i>	✓	<i>JCW: Debbi Gitterman</i>		<i>School, Youth, Family: Rachael Cooper</i>	✓
<i>House: Eric Jaffe</i>	✓	<i>Long Range: Edye Kamenir</i>	✓	<i>Soc Action: Lew Gantwerk</i>	✓
<i>A&C: Heidi Joseph</i>	✓	<i>Members: Martha Friedman</i>	✓	<i>Soc Action: Abigail Rose</i>	✓

Meeting Minutes: TJC General Board 7/19/17

1. Welcome (meeting called to order at 7:33 PM)

- a. Rabbi Feldman surgery was successful and recovery is going well. E-mail sent to congregation. Please communicate through CaringBridge web page
- b. Approval of Minutes from June 25 meeting. Moshe moved to approve. Nicole seconded. Board approved.

2. D'Var Torah (Moshe Margolin)

- a. The importance of Leadership: Reflecting on long career from first job in Israel to last job at JTS (correct?) Long career serving the Jewish community. But, most challenging job is role on TJC board, being a local Jewish leader is important. Shape Jewish experience of children, friends and congregation. Not about observance...is about discretion, thoughtfulness, objectivity etc
- b. Gave out large print "business cards"

3. Presidents Report (Linda Meisel)

- a. No president's report for open session

4. Trustee Update

- a. Naomi: Policy Consolidation, Roles and Responsibilities, Regular Review
 - i. Go back to 90s. Need to refresh and keep current
- b. Moshe (with Debbie): Operations Manual.
 - i. Survey of other Jewish institutions not fruitful so far
 - ii. Keep on going

5. VP and Committee Update

a. Finance (Politziner): New format Handouts

- i. New One Page "Dash Board" for clarity → forward to rest of meetings
- ii. Billing "Look Back" packet
- iii. New Bills went out at end of June so revenue still somewhat low.
- iv. Commitment form sent out and response has been good
- v. Very important that members pay at least one quarter of dues before they get HH to help with collections. Will try to enforce as much as possible.
- vi. Debbie Orel clarified that just commitment letter went out. Bills by end of July.

b. Religious Affairs (Linda Milstein and Barbara Schwartz)

- i. Rabbi coverage while Rabbi Feldman is covering will be announced
 1. Shabbat under start this coming weekend *with HH Hazzan Acker*. And will cover for Feldman this weekend
 2. August 25th Shabbat under the stars with another Hazzan
 3. Rabbi Cantor Bob Friedman also covering
 4. Rabbi Roth and Baird will also help to cover
 5. Also list of Rabbis available for Pastoral duties

- ii. Transitional Hazzanim contracts are all settled
 - iii. HH Honors are mostly done but input still welcome
 - iv. RA Committee working on new Shabbat prayer guide to help people
 - v. Really great Friday night Greeters and Ushers response! More always welcome especially for Shabbat under Stars crowds.
- c. Adult Ed (Jeremy Kasdin):**
- i. Two committee meetings so far. Good updates to web site based on strategic planning exercises.
 - ii. Team set up good KPIs to measure success towards goals
 - iii. Good slate of programs planned for Fall. Planning underway.
- d. Arts and Culture (Heidi Joseph)**
- i. 3 Night "Foodie" series in the fall
- e. Social Action (Lew Gantwerk):**
- i. Three themes under discussion to guide programming
 - 1. Social Justice
 - 2. Hunger and Homelessness
 - 3. Sustainability
 - a. Linda → Next board meeting training on 3-bin system so that we all "Walk the Walk"
 - ii. Will still do blood drive, bike drive etc...but want to step things up
 - iii. Possibly involve other house of worship to get a wider approach to these main theme issues
- f. JCW (Charlene Borsack)**
- i. Steering committee formed to build ownership and planning, 13 people so far
 - ii. New JCW Logo!
 - iii. Rosh Hashanah Cards → Main fundraiser for JCW. \$36 for a pack. Flyer in Newsletters and E-mail. Would like %100 board participation.
 - iv. Need help with Rosh Hashanah welcome bags with Membership
 - v. Sangria in Sukkah (October 10th)
 - vi. "Nosh and Drasch" instead of "Tea and Talk"...October 19, first
 - vii. January 27th Joint JCW and Mens Club Shabbat
- g. Mens Club (Aaron Bellows)**
- i. Torah on Tap
 - ii. HH Ushering
 - iii. Sukkah and Grilling on Demand
- h. Israel Affairs (Debbie Gross)**
- i. Movie: In Search of Israeli Cuisine..needs to be apolitical. Will also have food tasting
- i. Membership (Martha)**
- i. Membership Town Hall style lunch at Linda's house to bring people in, get involved
 - ii. Retention is a main mission. Non-renewals. What are issues.
 - iii. Calling, reaching out to new members quickly, get involved

- iv. Shabbat Under Start was really great.
- v. Sept 10th Event to open Schul Year
 - 1. 11-2. All should attend. Bring New Members
- vi. General board comments that advertising is very much needed to spread the word. Jewish and Secular papers to really spread the word.
 - 1. Linda: New members seem to be young and old. At Shabbat Under Starts there were a few older new couples.
 - 2. Barak: Write an interesting article to have in these local papers to highlight TJC and develop interest...Sustainability is a good topic.
 - 3. Brett: Tap knowledge of TJC Realtors...is this private info?

j. Schools (Rachel Cooper and Nicole Soffin)

- i. First meeting tomorrow. Solid group but want to add more to help
- ii. This Friday is first Playground Shabbat for kids 6 and under. Good membership initiative too.
 - 1. 15 families registered for Playground Shabbat
- iii. Yael working hard on programming. **We need youth advisors!!** Please help with college kids, paid \$20/hr for three hours per event.

k. House (Erik Jaffe)

- i. Jessica's Garden: Concrete Pavers. Will present to board. Done by HHs
- ii. Bima Accessibility Project: Committee being formed
- iii. Beit Midrash curtain cleaning and extend chord for short people, other repairs
 - 1. Linda Milstein → Should consult with Nakashima because is part of TJC legacy, work of art to be preserved
- iv. Technology Group: Starting new group to improve TJC tech
 - 1. Edye: Please have scope include assigning tech savvy people to be on site during events. An A/V tech.
- v. Host of various repairs
- vi. Status of Security Cameras asked about by Naomi P.
 - 1. Delays need to be investigated
 - 2. TJC applied for a security grant but we have not heard yet.

l. HR (Harry Cummins)

- i. Revising 2005 HR manual

m. Long Range Planning (Edye)

- i. August 14th reprise for new board members
- ii. Moving in to prioritization and implementation phase. Looking for experts to focus on topics
- iii. Embed a LRP committee member in each board committee to ensure things are in synch

6. Annual Fund Presentation (Brett Jacknow, fundraising chair)

- a. Handout distributed by Brett
- b. Include sponsorship opportunities this year. Focus on marketing for congregant owned businesses to sponsor various events this year as part of general annual fund
 - i. Linda → Also reach out to our TJC service vendors to advertise
 1. Edey → TJC “Angies List” connected to this vendor advertising. Sponsorship and fundraising and help congregants
- c. The topic of “Directed Giving” was extensively discussed. The main theme of the discussion revolved around whether directed giving would focus funds away from basic operating needs and hamper the board versus encouraging or energizing donors by allowing them to focus on what they care most about.
- d. Brett reviewed metrics on giving level statistics, trends, etc... see his slides
 - i. 369 families did not contribute. How to reach out that Any Amount is welcome.
 - ii. Barak → Also need to put effort into getting large dollars out of 5-7 high potential families as well.
- e. Linda → We need the money and we need board members to convey this message
- f. Harry → We should focus on some large donors that have left due to TJC turmoil to come back. Linda said we are trying to do that.

7. Old Business (Debbie Orel)

- a. Kitchen updates are coming along with new caterer. New dishwashers and ice maker
- b. Incident report forms now available in front office. Please fill out if something happens.
- c. HR → new attendance tracking system
- d. Marketing → Branding with professional flyers
 - i. Committees should now send to Debbie to send to graphic artist so all looks professional and with branding
- e. HH yizkor forms sent out
- f. HH ticket letter with new policies going out soon
- g. Bricks purchase now available for honors and memory rather than discrete fundraising
- h. Big thank you to new volunteer librarian for quickly making noticeable changes in the library
- i. Linda → special thank you to Debbie for really stepping up with Rabbi out.

8. Adjournment at 9:38 PM