

TJC Board Meeting
November 17, 2022

Attendance

Rabbi Merow
Joel Berger
Susan Falcon
Mike Leopold
Jesse Treu
Moshe Margolin
Neal Masia
Andrea Hoberman Martinez
Shari Allen
Polly Strauss
Eve Coulson
Jerry Neuman
Debbi Orel
Nancy Lewis
Barbara Abramson
Tom Will
Evy Grossman
Charlene Borsack
Alexandra Bar Cohen
Samantha Hirschberg
Jeremy Black
Abbye Cornfield
Harry Cummins
Dana Molina
Lynn Ross
Gabriel Cayton-Hodges
Leah Bouston

ABC- 7:15

- Calls the Board meeting to order.

President's Message

- thanks once again for taking four hours out of your day on October 27th to participate in our Board training - lot accomplished. The key to our success as a board, like the key to success of TJC as a kehilah, will come down to relationships: shift from a transactional to a covenantal community.
- Welcoming Ambiance Discussion
- Framing Questions: How do we get to know our members?

- Turn to your neighbor. What resonated?
Turn to the person on your other side...what resonated?
- What is our takeaway?
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- It's not the name tags or the greeters, it's the relationships.
Forms no one follows up on
- Lack of signage
- Everybody has a responsibility to be a greeter. It's an attitude, not a role.
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- What elements of our community might feel cliquy? How can we change that?
- Our meetings will be equal part business and qualitative work on how we enact the shift to a covenantal community
- The committee reports have already incorporated ideas from the Board Training. For example the "ask me ribbons" are already on the name badges.
- Thanks in advance for participating in the discussion on Chapter 2 in the book .

Approval of Meeting from Board training and the consent agenda:

So moved to approve: Shari Allen

Second- Barbara Abramson

Yes: unanimous—motion carries

NO: zero

Rabbi Merow- gave a D'vor torah

Joel Berger—

- Security scare in North Jersey taught us that we have amazing relationships with the local police and homeland security. We have a lot of security in place and more coming in.
- We are working on a homeland security grant.
- Everything was put into place quickly.
- A new AC unit is being installed after Thanksgiving
- Rabbi had a scam text go out and we are trying to track that down. So ignore the "gift card" ask, and we emailed the congregation about the scam.

ABC- Thank you to Joel for the calm and control during the security scare.

We were hacked but no malware was involved. This was at a basic level hacking. Those who received the faux texts from Rabbi had all had their emails on flyers or website recently. In the past board members are sent emails with similar requests but from a faux president email. Working now to remove all emails from website and will no longer put our this info on flyers. Congregant with serious cyber security background is giving us additional counsel - more personalized and specific- above and beyond what we are getting from Homeland Security etc.

Neal Masia--VP of Finance -report

- The report was emailed in advance. Please ask any questions.
- I know my way around the numbers
- Membership on a net basis we are ahead of where we ended the year.
- Dues, if everyone pays, would come in right around where the budget is.
- The gala came in higher than we thought.
- We would like to see the annual fund go higher.
- Overall the story is good.
- We are investing and taking advantage of the new CD rates
- Our mortgage rate is fixed. There's about \$300K + left on the mortgage
- We can send out the balance sheet with the dashboard.

Susan Falcon- auxiliary report for Annual Fund

- The discussion on the fund raising was very useful; and we implemented changes from the retreat.
- The numbers: so far the total collected is \$93,852...much lower than last year. From 68 donors, including 10 brand new donors; and 13 additional past donors who increased their gifts this year.
- But we started the annual fund 6 weeks later this year than last year.
- We do want to take advantage of the major giving season which is from now until next year.
- The President wrote a great letter for the annual fund and it will go out via email, but since our comments, where the board said a written note is a good way to ask for money, we are going to implement that.
- We have the letters printed out, and now we are going to make notes on the letters and send them out.
- We don't want to duplicate efforts so we culled out letters that aren't needed.
- The index cards on the table are for you to write down the names of the people you are willing to write a note to on the letter. Take your letters home and write your note. Return the letters to the TJC office to be mailed by Nov. 29.
- We are also going to make phone calls. On Sunday Dec. 4 we are going to do a drop in phone call event from 3-6 pm. Drop in as long as you can and make phone calls. We will send an email reminder.
 - ✚ Can we do this during religious school?
 - ✚ There is an event at that time, so we decided on the afternoon, but anyone who wants to call in the morning can let me know, and I will give you the list.

Can we NOT send the letter to brand new members? I don't think it's a good idea to ask them for money.

Good point—we will work that out after the meeting,

ABC—Thanks to Leah Bouston for her great minds salon the other night. Thanks for being here and the great event.

Spotlight:**Tom Will-chair of Safety Task Force**

ABC- Thank you for your role Tom.

Who I am, my interests, and how I got here.

I played Golf with a lot of people in this room so people think I only play golf. But it's not true.

I have a day job at AT&T for 32 years., I have a smoker—famous smoked nuts.

I have other hobbies.

I was a Purim griller.

I'm married to Stephanie Will – she's really the famous one. 36 years!

Our son is Justin—pride and joy.

I was raised Lutheran, but I got to the board because of Jerry Newman or Naomi—they always get me on the Board.

But I really got to TJC because I fell in love with Stephanie—I went through my counseling and conversion. I chose to convert and join this journey and here I am.

Life and Legacy- Evy Grossman, Eliot and Debbi Brett

Evy Grossman—I'm happy to be hear and happy to talk about Life and Legacy, Thank you everyone for supporting our efforts and helping with publicity

We are long term members of TJC.

We began our efforts under the Jewish Community Foundation. And Harold Greenspun Foundation.

Many of you know about L&L and have made a promise. Thank you.

All of you are taking an active role in the well being of TJC and that is also what L&L is about.

We are focused on the long term financial stability of TJC.

The legacy gift is a gift made after you pass. There is no outlay of money.

So why make the legacy gift to TJC ?that is important:

- 1) It's my connection to Judaism
- 2) It's a Jewish home where I have life cycle events
- 3) A Place of friendship and community and learning

We want this to be here for the future generations.

The people who have made L&L commitments still make donations to the Annual Fund and to the Gala.

The ones who mad L&L promised feel very committed and give to many events at TJC

It's an initiative to secure the future of Jewish organizations in America and it's done through endowing funds.

It's an afterlife gift—no cash up front

The gift goes into the LL endowment fund at TJC and grows the fund.

This will ensure the future of TJC.

We have received 78 promises from TJC members.
We have realized \$90K in Legacy Gifts – mostly from wills but some from IRAs
Gifts so far Range from 5K to 50K
Legacy gifts are unrestricted funds.
The current balance is \$132K
TJC board has set a spending policy fund including guidelines for withdrawing disbursements.
Disbursements from this fund can be used for anything.

We have a form to make the promise. Complete the simple form and bring it to the office.
Make sure to inform TJC about your promise.
We have events for promise makers
If you do make a promise it's wise to let your children know you have done this so the family knows what's happening.
We are asking for a percent of your estate; we expect the bulk of your estate will go to your family.
We want your children to be involved and know what you are doing.

There are many ways to execute the promise. The language you use is important so that the promise is legal.
You can make the bequest in different ways.
We have to be at a balance of \$500K before money can be taken out of the endowment.
The Board would then decide what to spend the money on.

You can also make donations to the Life and Legacy Endowment. We are going to give you Chanukah gelt and a form.

Good and Welfare:

ABC- my son graduated from his commander course and is home for Thanksgiving

ABC- Creating Sacred Communities Book. We are going to have a brief discussion about chapter 2,

Turn to the person next to you and discuss chapter 2 – welcoming ambiance.

We are bringing it back to the larger group now.

Shari- Polly said the chapter focused on Saturday morning services, but services are not always the most welcoming event.

-People love the kiddush luncheon

Barbara Abramson—it speaks to our religious mission. The leadership were engaged in learning how to develop the covenantal community for 3 years and that is a huge ask. It's no so easy to make this behavioral change.

Jesse Treu- I think that TJC has a personality which on the scale of things is more cliquish than it is NOT cliquish so we have to find a way to address this.

Moshe—there are many ways to connect to TJC. Services is only one way. There are many interesting people on my committee so I'm trying to figure out how to make the committee more welcoming and connected. I want to send a vibe that they are wanted and needed and appreciated. Older people on our committee still want to be on Zoom.

ABC—even though the chapter was very “services” oriented it still applies to all events, like committee meetings. I prefer in person

Abbye—we do good things including the new member spotlight, and the board member spotlight. I laughed about the name tags, but they are important.

Mike Leopold- I like the question on the name badge, or something to spark a conversation,

Shari—or fun facts on the name badge

Rabbi - The nametags make people feel like they belong.

We are going to work on getting the lobby to be a welcoming space like a living room.

Eve- it was a very fabulous chapter—and it was inspiring and has some good ideas.

ABC- I'm glad to hear that the book is relevant and enjoyable.

🚩 Next Board meeting is December 11 at 10-11 am ; Mid year meeting

🚩 Next EC- Jan. 12

🚩 Next Board meeting is Jan. 26.

Please sign up to sign up to guest host a Cocktails in the Courtyard.

Thank Joel and Rabbi for being at the meeting.

We moved into executive session.