



JCP Board of Directors Meeting

April 3, 2024, 5:30 pm

MINUTES

On April 3, 2024, Jewish Community Partners held a Board meeting to conduct its business in the MJCC Board Room.

At 5:30Pm, Mr. Martin Kelman, Jewish Community Partners Chair, called the meeting to order

JCP Board of Trustees in attendance

Jordana Berger, Herbert Gerson, Charles Jalenak, Michael Kaplan, Martin Kelman, Adam Lazarov, Josh Sanderson, and Daniel Snyder

Jewish Community Partners Staff in Attendance

Laura Kaplan, Laura Linder, and Carrie Richardson

Jewish Foundation of Memphis Guests in Attendance

Jason Salomon

Mr. Kelman called for the approval of the February 13, 2024 board minutes, Herb Gerson moved, and Charles Jalenak seconded the motion. February 13, 2024 board minutes were approved.

Community Impact

Mr. Kelman instructed board members to look at the printed marketing materials placed in front of them for the Memphis Jewish Federation and Jewish Foundation of Memphis. Using the colored dot stickers attached to the agenda, rank the pieces that are the most impactful.

For the Federation:

- 2020 Annual Report/ Covid Impact #2
- 2022 Annual Report
- 2022-2023 Highlights & Impact
- 2023 Annual Report #1
(Hebrew Watchman insert)

For the Foundation:

- Donor Guide #1
- Ways to Give #2
- 2022 Annual Report
- Memphis Business Journal article

Discussions and Suggestions:

- QR Code on pop-up banners that direct to JCP Corporate Sponsors webpage where all sponsor logos are hyperlinked.
- Add question to solicitations for non-major donors "Would you like to continue receiving mailed pieces from MJF?"
- Need to determine the gap in our community from donors not knowing what we do.
- Need to find a better, more modern way to market MJF.
- Look into creating a digital presence for MJF, like a monthly podcast.

Next Steps:

- Create and implement a Marketing Transition Plan

JCP Personnel Update

Laura Kaplan Paller, VP Finance & Operations, informed the board that Judy Lansky, Director of Development is no longer with JCP. Any outstanding cards need to go to Laura Linder or Laura Kaplan. The position of Director of Accounting & Finance has been filled and Paul Herman will start April 8th.

Mrs. Kaplan Paller and Laura Linder met with Jordana Berger and Herb Gerson, the Human Resources subcommittee to discuss priorities in HR:

Key JCP HR Priorities 2024-2025

1. KPI focus for all positions:
 - a. Planning to submit 2 key new hires for the 2024-2025 Fiscal year along with the newly hired Director of Finance and Accounting.
 - b. When they start, each new position will be presented with key performance indicators and specific measurable goals for their first year. Managers will be responsible for monitoring these items, meeting with employees to discuss progress and consistently following up in writing about expectations.
 - c. By the end of Q1 of the 2024-2025 FY the operations team will finalize these goals for current employees starting with those most recently hired. All positions will have goals by October. We will kick off this process with an in-person announcement before end of current year.
2. Revise employee handbook:
 - a. Start with policies that we know need to be added including:
 - i. Yearly goal setting expectations and monitoring (mentioned above)
 - ii. Work from home policy
 - iii. Write up to termination policy

Finance / Investment

Charles Jalenak, VC Investments, reviewed the Summary of Returns as of :

Legal Update

Michael Kaplan, Counsel, reported the court date for the Garfinkel bequest was set for April 8th but has had to be rescheduled and will try to get a meeting in the next couple of weeks.

ASBEE Update

As Laura Kaplan spoke on a new request from one of the community's agencies, Anshei Sphard Beth El Emeth (ASBEE), several board members raised valued questions about this new request and more details are needed prior to approving the motion. Next steps are to meet with ASBEE and work out details like:

- Fees
- Costs
- Staffing needs
- Possible 1 year pilot

The meeting with ASBEE has been scheduled for next week.

CEO Report

Laura Linder, JCP President & CEO, acknowledged everyone's hard work on the annual campaign which is showing an increase of 15.5% in increases/new gifts. The Emergency Israel Campaign has raised 4.1 million dollars, and the Ben Gurion Society Finestone Match has been met. JCP Senior Management is continuing to make progress on the recommendations from Scott Kaufman. Next steps include offering in-house professional development, technology development and revisions of office policies.

Mr. Kelman adorned the meeting at 6:40pm.