

United Jewish Federation
March 13, 2024, 7:30PM
UJF Office & Zoom
Board Meeting Minutes

Attendance: Michael Schlessinger, David Gordon, Diane Sloyer, CEO, Edith Samers, Linda Hurwitz, Adam Rafalowicz, Robin Fischel, Rhonda Schaffer-Maron, Dinah Miller Marlowe, Jessie Brand, Bob Abrams, Amanda Sherman, Jeremy Weiser, Marty Donner, Wendy Siegel, Stella Cohen, Ellen Weber, Susan Kostin, Alan Barr, Stacy Ferber, Chris Maroc, Cathy Satz, Beverly Stein, Eric Ross, Deputy Director, Wendel Moxey, Marketing Director

Absent: Robert Hoff, Jill Kaplan, Joshua Esses, Lee Soffer,

Michael Schlessinger called the meeting to order at 7:30PM

Approval of Minutes of January 17, 2024 - Linda Hurwitz

Linda moved to approve the February 21, 2024 minutes. The motion was duly seconded. There was no discussion. The minutes were approved unanimously.

Stewardship initiative: Dinah Miller Marlowe and Linda Hurwitz

Dinah reported on her meeting with Eric and the outreach activities she had done with her contacts. Linda reported on her meeting with Eric as well. She mentioned that she valued setting goals for each contact. Some goals may be for engagement and others may be for grooming future leaders. Ellen is doing happy Purim tributes for her contacts. Mike felt that he chose contacts based on being able to better articulate our mission with them to get a stronger buy in.

Social Media and analytics/metrics: UJF Wendell Maxey, Marketing Director

Wendell gave a report on UJFs media and social media channels. We went from 850 followers to 2,310. We are on Facebook, X, Instagram, LinkedIn. We have been visible on digital, print, and billboards venues. AMC theaters is a new spot for us as well. Wendel played the 30 second spot that has been shown in theaters. Besides the digital campaigns we also have YouTube videos. The most active posts seem to be on LinkedIn. Mike gave kudos to Diane and Wendel for going live with these initiatives as part of our strategic plan.

Executive Committee Slate: Michael Schlessinger

Michael shared the slate of officers for the executive committee. David said he didn't think that in his role he can be a Vice President since his position is not an elected

position. But he can be the Chair of the Governance committee. Mike moved to approve the slate of officers. The motion was duly seconded and approved unanimously. Mike explained that the Executive Committee is not a substitute for the board. It is used to get emergent sensitive matters to the board for input or to act on time sensitive issues.

Slate of Executive Committee members:

Michael Schlessinger –	President
Beverly Stein –	First VP/ President Elect
Robert Hoff -	2 nd VP
Linda Hurwitz –	Secretary
Adam Rafalowicz –	Treasurer, VP of Management and Finance
David Gordon –	VP of Governance (check Bylaws for VP status)
Ellen Weber –	VP of Campaign and Fundraising
Rhonda Shaffer Moran-	VP President of Grant and Allocations

Board Engagement and Opportunities for Participation: Beverly Stein

Beverly wants to meet all board members and find out about everyone, our roles, and how we can be ambassadors and feel good about our participation. All committees will be on the board portal. Beverly listed some of the standing committees and some of the new ones. Check the portal and let leadership know what you are interested in.

Life and Legacy: Edith Samers

Edith provided a short history of Life and Legacy (L&L). Twenty percent of nonprofits organization budget should come from L&L endowments. UJF joined the 8th cohort and were accepted to be part of L&L 4 years ago. We have over \$15 million promised in after-life gifts to our community. Lenore Fogel oversees L&L for our community. It is caring for and committing to the continuation of our Jewish community when we are gone. Robin explained how to make contributions with a Roth IRA. Our goal is to have all board members be part of L&L.

Shaliach Update: Diane Sloyer

As we know now, Yoav's 2-year commitment is coming to an end. Yoav has made a wonderful impact on our community in numerous areas and has cultivated lifelong friends here in Stamford. UJF applied for a new Shaliach and were given 2 candidates. Two candidates were interviewed, and Eden Rafaelovich from the North was selected and will be coming in August. She was in the Israeli Navy. We were lucky to be early in the application process and we were her first choice. Diane is approaching funders for our new Shaliach.

Upcoming events

- Cinema Sabaya – March 31st, 6:00PM, TBE
- Interfaith Seder- April 11th 6:30PM UCONN Stamford

Check UJF website for other offerings and events

New business:

1. Finance Resource Development Committee Meeting is scheduled for April 11. We need everyone's ideas and help. Agenda is coming.
2. JCRC has been active. Check the website for offerings.
3. Happy Passover calls are coming. Please volunteer.
4. We will have a new marketing organization working with us that will give us better data.
5. The Bylaws need to be looked at annually as part of our governance. Let David know if there are things you'd like to have considered.
6. Rhonda asked for committees and programs list. Eric and Rhonda are working on that and it will help with stewardship.
7. Bob mentioned that we can be doing stewardship around Purim.
8. We sent boxes of Purim costumes to Israel for displaced Israelis.

Michael Schlessinger moved to adjourned the meeting at 8:58PM. Dinah seconded the motion. The meeting was adjourned.

Respectfully submitted,

Linda Hurwitz, Secretary

Board meetings for 2024:

Wednesday, April 17, 7:30pm

Wednesday, May 8, 7:30pm

Wednesday, June 5, 7:30pm