

United Jewish Federation
July 19, 2023, 7:30pm
Congregation Beth El
Board Meeting Minutes

Attendance: Michael Schlessinger, David Gordon, Diane Sloyer, CEO, Edith Samers, Linda Hurwitz, , Susan Kostin, Alan Barr, Stacy Ferber, Jessica Brand, Adam Rafalowicz, Cathy Satz, Ellen Weber, Robert Hoff, Bob Abrams, Jill Kaplan, Robin Fischel, Chris Maroc, Kerrin Behrend, Caryn Halbrecht, Dinah Miller Marlowe, Rachel Klein, Greg Waldstreicher

Guest: Hildy Parks

Absent: Ami Soifer, , Rhonda Schaffer-Maroon, Fran Ginsburg, Joshua Esses,

The meeting was called to order at 7:38PM

Approval of Minutes of May 17, 2023 – Linda Hurwitz

Linda moved that the minutes of May 17, 2023 be approved as distributed. The motion was seconded by Alan Barr and passed unanimously.

Financials – Adam Rafalowicz/Hildy Parks (UJF Bookkeeper)

Adam reviewed revenues, expenses, and the 2nd quarter dashboard. UJF remains in a good financial position. Adam discussed “How do we define success?”

We can discuss total revenue or campaign revenue and recurring revenue. We are \$185,000 ahead of last year if you take out the Ukraine donations from the previous year. People tend to want to give to specific causes and then fatigue at the end of the year.

Investment income saw the greatest increase in revenue.

Campaign is up over \$30,000 from last year. We had a huge push of events this year with Isreal and UJF anniversaries. Investment income is also up. We have a 10 year endowment from 1 donor and sponsorships are also up.

Expenses- We are on track for budget bottom line. We expect to be slightly over budget by the end of the year due to a few unexpected expenses. More events meant more catering. The Uganda trip was an expense but we also had a one time sponsor. Our rent is going up because we are moving into a larger space that became available in the same building. In addition, we’ve hired a new Deputy Director whose salary is above the budgeted amount. That being said, we have more than enough money in our investments to cover any shortfall that may results.

“Is there a way to champion a common cause. Can we have targeted campaigns in the beginning of the year?” We need to create increased awareness of tributes and encourage same.

Mikes discussed changes in investments. Cash accumulation has grown over time. We now have \$1,000,670 of cash. This is due in part to conservatism and part to budget and audit processes that are not linked. So, what should we do with the cash? First we have to correct the disconnect between budget and audit process. This will slow the further accumulation of cash. If revenue exceeds expenses

we can use the dollars for allocations. This year we were able to hire a Deputy Director and move to a larger space. The cash will help with these new opportunities.

Diane reported that we will move in the new space Sept 1, 2023. The space is almost 3000 square feet and rent is approximately doubled. New rent will be \$6,204/month

Eric Ross, will be filling Sharon Franklin's position in a more senior role that can look toward the future, do outreach, and fundraising. He has experience with ADL and other Jewish organizations. He has 2 children and his wife is a teacher. Eric starts work on July 24th. The incremental increase in salary is about \$40,000 per year. Since we have not paid Sharon's salary this year the total cost for 2023 should be on budget.

David moved to approve the hiring of the Deputy Director. Stacy seconded the motion. A discussion on whether or not we needed on vote on this process ensued. Since the executive committee made this decision and was bringing it forward as a point of explanation, transparency, and information many thought we did not need a vote. A motion was made to take a vote on the hiring since it had budget implications and board is fiscally responsible. This motion was seconded by Edith. The motion to take a vote on this topic passed. The board then voted on the original motion of the hiring of the Deputy Director and that motion passed.

By-laws – David Gordon

David reviewed the By-laws changes that were circulated and distributed to the board ahead of the meeting. The Bylaws committee met twice. The changes to the Bylaws are red lined in the documents. After review and discussion, David moved that the changes to the Bylaws be approved. Robert seconded the motion. The motion passed unanimously and Michael thanked David and the committee for their work.

Campaign – Ellen Weber

The campaign brochure was mailed out this week. Many board members have not yet received the brochure. The brochure is beautifully laid out and informative. Ralph Siegel is helping out with this. There is campaign meeting July 24 from 8-9:30pm. Try to attend if you are able.

Ellen, Diane and Wendel met to incorporate the 50th anniversary into the campaign materials and messaging. They are going to start a Tuesday Testimonial. Peter Poser and Barbara Aronica have met to champion this effort.

Mark your calendar for September 7th, our gala celebration for our 50th anniversary! Edith Samers and Sheila Romanowitz are being honored for their lifetime service to UJF.

What can we do with the Super Sunday. We want to revise this to something like "the Great Give". We need to be creative and target some large donors.

Jesse suggested that going forward we should put a QR code on the brochure and link it to a donation site.

Nominations Report- David Gordon

David read the By-laws section on the nominating committee. Since the slate of nominating committee members needs to be approved in July to be compliant with the Bylaws a short zoom meeting will be needed to approve the composition of the nominating committee. Alan Barr and Robin Fischel have agreed to serve. The Board zoom meeting will be scheduled.

Education- Bob Abrams

Tapestry is expected to grow this year. It will be held November 18, 2023. The Theme is Israel at 75. The event will be held at Beth El in the Social Hall and classrooms. Elementary and middle school teachers to lead projects to engage younger participants. Please spread the word. Local talent is being sought for speakers and 2 authors of books related to the founders of Israel will be on the program. Sponsorship is \$180.

We can spread the word through the schools and temples during the high holy days.

New Business

1. Edith mentioned that she was emotionally moved when Isaac Herzog, the president of Israel addressed congress.
2. On August 23rd Kerrin and his wife will host an evening of Jews in Shippan at their home. About 20 of 50 Jewish families have responded. The cultivation event is to introduce Yoav to the community and of course for fundraising.
3. Diane talked about the Jewish Agency that runs the Project 10 for Uganda and Ethiopia. The woman's group had a great trip and enjoyed and learned a lot. More to come on the trip and its impact.

Adjournment

There was a motion to adjourn the meeting. The motion was duly seconded and passed unanimously. The meeting ended at 9:24PM

Respectfully submitted
Linda Hurwitz, Secretary