

United Jewish Federation
May 14, 2025, 7:30PM
UJF Office and Zoom
Board Meeting Minutes

Attendance: Beverly Stein, Michael Schlessinger, Diane Sloyer- CEO, Edith Samers, Linda Hurwitz, Chris Maroc, Alan Barr, Leslie Heyison, Greg Waldstreicher, Adam Rafalowicz, Robin Fischel, Amanda Sherman, Stella Cohen, Ellen Weber, Jeremy Weisser, Lee Soffer, Wendy Siegel, Susan Kostin, Marty Donner, Robert Hoff, Stacy Ferber, Eric Ross- Deputy Director

Absent: Joshua Esses, Bob Abrams, David Gordon, Marguerite Felsenfeld, Jessie Brand, Tara Shapiro,

Michael called the meeting to order at 7:30PM standing in for Beverly

Consent Agenda –

Michael moved to accept the consent agenda. .

Consent agenda

- Board meeting minutes of April 9, 2025
- Financial Resource Development Committee
- Israel Committee and Shlichah's Work in the Community
- JCRC
- NexGen
- Life and Legacy

With no discussion or questions the consent agenda was approved unanimously.

CEO Report- Diane Sloyer

- Life and Legacy dinner will be May 28th. More than 100 have already signed up. The dinner will be held at Temple Beth El with a theme and speaker talking about Legacy Through Food.
- Finance committee will be meeting this Wednesday at noon.
- The mission to Greece meeting was held and the trip is sounding exciting. It is planned for October. More to come.
- The Big Ideas Committee recap -a dinner at 613 was held with a follow up survey and being together was very impactful with meaningful discussion.
- UJF hosted 2 IDF officers. They landed the day of the Israel Festival and were with us for 4 days. They spent significant time with non-Jewish Community. They were very impactful with police, fire, the mayor's office the King School Jewish Club, and the JCC. They were very busy but did fit in some time for shopping and fun. Eden was their hostess and did an outstanding job making them feel at home.

- The Israel Festival was smaller than last Sept but still fun and family oriented.
- Mike mentioned that the Big Idea dinner was extremely positive and warm and receptive to engagement. Rob enjoyed sitting down with people with varied perspectives and ideas. They had open, honest and constructive conversations.
- Big Idea Committee will meet next week to discuss how to move forward.

President's Report – Diane for Beverly

With the \$50,000 set aside for reorganization and workflow improvement, a new position was created – Director of Outreach and Engagement. This position will support NexGen, Women's philanthropy, PJ Library, etc. This position will also cover areas that Lenore was supporting. Salary is supported by the \$50,000 allocated in the budget plus what we save from Lenore's position.

Life and Legacy will sit with Lara for administration but solicitation will sit with Diane and Eric. None of this will affect the subsidy we get.

Calendar Discussion –

The calendar of events and mission statements were distributed to the board for reference.

Mike introduced the calendar of events and opened discussion about what we think of how we use our time. Beverly looked at how events and holidays happen every year. The question is, do these meet our mission and vision statements. And then of course things come up that are ad hoc. Does it all make sense? Is our calendar value added?

Susan added that we should look at metrics to see how well the events are attended and whether or not it's worth it. How many donors come, how many non-donors attend? Edith suggested we identify the mission that is related to the events.

Rob feels there's too much clustering of events because of when things happen. Stacy suggested having organizations help with some of the Yom celebrations and that might consolidate some of the calendar. UJF does let the Temples know when events are happening.

Small focus groups on survey at the organization level might be fruitful. It may be time for a refresh. Leslie suggested we evaluate our calendar against the entire community calendar. Susan suggested the new position could help with this.

Building a Collaborative Initiative, Eric Ross

Eric introduced the idea of coordinating events with our community organizations as way or building collaborative initiatives. This year on June 6 there will be a Community Pride Shabbat service from 5:30p-7:30p at Scalzi Park. It will end 45 min before shabbat begins. The event will include Temples Sinai, Beth El, and Agudath. This is an example of building a collaborative initiative.

New Business

- Women's Philanthropy reboot summary will go around. Four "smaller" events will be planned this year.
- FRD meeting is May 20th from 7:30-9:00p. All are encouraged to attend. Ellen wants input and ideas.
- May 21st is the Mimouna event at Harbor Point with information on the Moroccan post Passover celebration.
- Rob moved to adjourn the meeting, Mike seconded the motion and the meeting was adjourned at 8:37PM

Respectfully submitted,
Linda Hurwitz, Secretary

Board meeting dates for 2025

Wednesday, June 18

Wednesday, July 23 (social evening and meeting, now in UJF offices)

Wednesday, September 10

Wednesday, Oct 22

Wednesday, Nov 12

Wednesday, December 17, Annual Meeting