



**THE OTTAWA JEWISH COMMUNITY FOUNDATION  
MEETING OF THE BOARD OF DIRECTORS  
WEDNESDAY FEBRUARY 20 2013**

**MINUTES**

Minutes of a Meeting of the Board of Directors of THE OTTAWA JEWISH COMMUNITY FOUNDATION (the 'Corporation') held at the head office of the Corporation on Wednesday, February 20, 2013 at the hour of 4:30PM, in Classroom 5, 21 Nadolny Sachs Private, Ottawa, Ontario K2A 1R9.

**PRESENT:** Richard Roth (Chair), Diane Koven, Eddy Cook, Lynne Oreck-Wener, Steven Lesh

**VIA TELECONFERENCE:** Mark Shabinsky

**GUESTS:** Emily Leonoff (Archivist/Conservator, Ottawa Jewish Archives)

**STAFF:** Jared Isaacson (Assistant Director), Shelley Crawford (Financial Officer) (Partial), Rebecca Nagrodski (Recorder)

**APOLOGIES:** Harold Feder, Lorne Segal, Ken Ages, Shelley Appleby-Ostroff

**MEETING CALLED TO ORDER:**

Richard Roth thanked everyone for attending and called the meeting to order at 4:37PM.

**PRESENTATION FROM OTTAWA JEWISH ARCHIVES:**

Richard Roth introduced Emily Leonoff on behalf of the Ottawa Jewish Archives and thanked her for joining the meeting to make an agency presentation to the members of the Board.

Emily Leonoff gave an informative presentation, including Q&A, on the overall program and operations of Ottawa Jewish Archives. She discussed her plans to work with the Foundation to recognize those who donate to the archives and explained how she can provide the Foundation with historical material for marketing purposes.

Emily Leonoff left the meeting following her presentation.

**APPROVAL OF MINUTES:**

A motion was made to approve the November 18, 2012 Minutes of the Board of Directors.

Moved by: Eddy Cook

Seconded by: Lynne Oreck-Wener

Approved Unanimously

A motion was made to approve the January 9, 2013 Minutes of the Board of Directors.

Moved by: Eddy Cook  
Seconded by: Steven Lesh  
Approved Unanimously

**BUSINESS ARISING FROM THE MINUTES:**

**Collaborative Fundraising Model:** It was reported that the next CFM Task Force Meeting will be rescheduled following Andrea Freedman's, CEO of the Jewish Federation of Ottawa, official start date.

**Book of Life Initiative and CJL Update:** It was confirmed that this project remains ongoing and that the online aspect of the Book of Life was incorporated into the website RFP.

**General Actions for OJCF Staff:** It was confirmed that staff continues to work on how to resolve the issues around multiple mailings. It was also reported that the allocations to all the beneficiary agencies is expected to happen by the end of March and that staff will begin working on the accompanying letter as soon as possible. This letter will encourage all agencies to participate in a donor recognition process.

**ASSISTANT DIRECTOR'S REPORT AND NEW COMMITMENTS REPORT:**

Jared Isaacson presented the Assistant Director's Report.

During this discussion, the following Action Items were assigned:

- Staff will investigate whether or not there are any recognition plaques for the Foundation in the Soloway Jewish Community Centre.
- Staff will investigate the possibility of recognition of the CEC donors during the upcoming Annual General Meeting.

**INVESTMENT/FINANCIAL UPDATE:**

Shelley Crawford presented the investment and financial update reports. There were no questions brought forward regarding the content of these reports.

**ALLOCATION RECOMMENDATION FOR 2012:**

Shelley Crawford presented the Allocation Recommendation for 2012. The following information was highlighted:

- Overall, the portfolio has grown with the addition of new capital and positive investment returns. As such, the Foundation is expected to disburse over two million dollars to its beneficiary agencies.
- The Foundation has always decided to disburse 3.5% of the overall capital notwithstanding a positive or a negative return.
- It was pointed out that in a year where the Foundation made a 10.8% return, this year could be an opportunity for donors to replenish capital and see their funds grow.
- The Foundation has historically made the decision to allocate its undesignated funds to the Jewish Federation of Ottawa.

A motion was made to disburse 3.5% of the (available) regular and community endowment funds and that all undesignated funds be allocated to the Jewish Federation of Ottawa to be disbursed as part of their allocations process.

Moved by: Steven Lesh  
Seconded by: Lynne Oreck-Wener  
Approved Unanimously

**2013 BUSINESS PLAN REVIEW:**

Jared Isaacson presented the 2013 Business Plan. The Plan was reviewed by the Board members. It was noted that there is a need to revisit the Strategic Plan during the next Board year.

A motion was made to approve the 2013 Business Plan as distributed.

Moved by: Diane Koven  
Seconded by: Eddy Cook  
Approved Unanimously

**COMMITTEE UPDATE:**

Following the presentation of the OJCF Committee Update Report, it was confirmed that every effort is being made to distribute the G.J. Cooper Scholarship advertisement as widely as possible. It was noted that staff has already contacted several Hillel groups and that they are also investigating the idea of contacting local Judaic Studies Departments.

**TRIBUTE CARD PROGRAM UPDATE:**

The members were informed that the Marketing Committee is in the process of reviewing quotes and deciding the most effective way to implement the new donation recognition program. It was acknowledged that while this program may not be ready for the Passover holiday, every effort is being made to unveil this initiative within the new few months.

**OTHER BUSINESS:**

**Board Development:** The Board engaged in a discussion of its size, which currently stands at ten members. It was acknowledged that in downsizing to ten members, the Board may have become too small in representation and maintaining quorum on a regular basis. As such, it was agreed that the Board should consider increasing its membership (possibly to twelve). It was also noted that such a change would require a change to the existing bylaws and that an amendment would need to be brought to the Annual General Meeting. It was agreed that this discussion will be carried forward to the next Board meeting.

**GA 2012 Briefing Report:** The members were encouraged to read the memo on the recent Jewish Federations of North America's General Assembly for their own informational purposes. It was noted that the idea of the strategic importance of succession planning would be an excellent topic for a future Board Retreat.

**ADJOURNMENT:**

The meeting was adjourned at 6:30PM; the members were reminded that the next OJCF Board Meeting will take place on Monday, April 08, 2013.

*Approved April 08 2013*