



**THE OTTAWA JEWISH COMMUNITY FOUNDATION  
MEETING OF THE BOARD OF DIRECTORS**

**WEDNESDAY, SEPTEMBER 11, 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, September 11, 2013 at the hour of 4:30PM, in the Boardroom at 21 Nadolny Sachs Private, Ottawa, Ontario K2A 1R9.

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**PRESENT:**

Lynne Oreck-Wener (Chair), Richard Roth, Diane Koven, Steven Lesh, Howard Geller, Lorne Segal, Shelley Appleby-Ostroff, Joel Secter, Michael Landau

**GUESTS:**

Mark Palmer (Executive Director, Tamir) (Partial), Katherine Carter (Communications and Development Coordinator, Tamir) (Partial), Bernard Shinder (Past Chair, OJCF), Daniel Kimmel (Past Chair, OCCF), Jacie Levinson (Past Chair, OJCF) Steven Kimmel (Chair, Jewish Federation of Ottawa) (Partial), Sara Kardish (Observer)

**STAFF:**

Andrea Freedman (CEO), Jared Isaacson (Assistant Director), Shelley Crawford (Financial Officer) (Partial), Rebecca Nagrodski (Recorder)

**APOLOGIES:**

Mitchell Leitman

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**MEETING CALLED TO ORDER:**

Lynne Oreck-Wener thanked everyone for attending and called the meeting to order at 4:36PM.

**INTRODUCTIONS:**

As this was the first OJCF Board Meeting of 2013/2014, all participants introduced themselves and explained their connection to the Foundation.

**PRESENTATION FROM TAMIR:**

Lynne Oreck-Wener introduced Mark Palmer and Katherine Carter from Tamir and thanked them for joining the meeting to make an agency presentation to the members of the Board.

Mark and Katherine gave an informative presentation on Tamir's overall program and operations. They responded to all questions posed by the Board.

The representatives from Tamir left the meeting following their presentation.

**APPROVAL OF MINUTES:**

A motion was made to approve the May 07 2013 Minutes of the Board of Directors as distributed.

Moved by: Richard Roth

Seconded by: Shelley Appleby-Ostroff

Approved Unanimously

**BUSINESS ARISING FROM THE MINUTES:**

All questions were answered to the members' satisfaction.

**PRESIDENT'S REPORT:**

Andrea Freedman presented her report on the activities of the Foundation since May 11 2013.

The following information was noted:

- The High Holiday tribute card promotion resulted in a total of \$3,095 (total – 188 cards). The Marketing Committee was thanked for their efforts on this initiative.
- Moving forward, the Foundation must be more strategic when developing their lists of people to target for specific events.

**KEY PERFORMANCE INDICATORS DISCUSSION:**

Andrea Freedman presented the Draft Key Performance Indicators for the Board's review and feedback.

The following points were discussed:

- The Key Performance Indicators need to be very clear with the definitions so that moving forward, the document can remain consistent.
- Moving forward, the Foundation will need to look at its Business Plan and the three year trailing average in order to establish necessary benchmarks. The appropriate committees will be consulted for additional input.
- If possible, the Foundation will remove CEC pledges from the trailing average as these monies will only artificially inflate the results.

- The intent is to update the Key Performance Indicators quarterly and post them online.

### **NEW COMMITMENTS REPORT:**

Jared Isaacson presented the New Commitments Report since May 07 2013; the members were satisfied with the information provided.

### **INVESTMENT/FINANCIAL UPDATE:**

Steven Lesh and Shelley Crawford presented an update on the Investment/Financial activities; all questions were answered to the members' satisfaction.

### **COMMITTEE UPDATES:**

Jared Isaacson presented an update on all active committees; it was noted that staff is in the process of working with each committee chair to review their respective membership and when necessary, to recruit potential committee members with the necessary skills and experience.

As part of the work of the Fundraising Committee, the members did agree to share their knowledge of any potential prospects with staff so that the appropriate follow up can take place.

In terms of the B'nai Tzedek Committee, staff reported that there will a direct mail piece going out to all families with children who are scheduled to have their bar/bar mitzvah this year along with personalized follow up when appropriate.

### **OTHER BUSINESS:**

#### **2014 Annual Campaign Update:**

Andrea Freedman reported that since the 2014 Annual Campaign began on August 25 2013, 196 pledges have been made with an approximate value of \$831,262.

#### **OJCF Board of Advisors Update:**

The majority of OJCF Past Chairs are scheduled to attend the OJCF Board of Advisors Meeting on September 30 2013.

#### **Centre for Jewish Philanthropy:**

Andrea Freedman presented an update on the Centre for Jewish Philanthropy Project; all questions were answered to the members' satisfaction.

### **ADJOURNMENT:**

A motion was made to adjourn the September 11 2013 meeting of the OJCF Board of Directors.

Moved by: Lorne Segal  
Seconded by: Joel Secter  
Approved Unanimously

The meeting was adjourned at 5:59PM.

*Approved November 20 2013*