



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

WEDNESDAY, MARCH 26, 2014

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, March 26, 2014 at the hour of 4:30PM, in the Boardroom at 21 Nadolny Sachs Private, Ottawa, Ontario K2A 1R9.

PRESENT:

Lynne Oreck-Wener (Chair), Richard Roth, Michael Landau, Mitchell Leitman, Lorne Segal, Shelley Appleby-Ostroff, Steven Lesh, Howard Geller

PRESENT VIA TELECONFERENCE:

Mitchell Leitman (Partial)

INVITED GUESTS:

Bernard Shinder (Past Chair, Non-Voting), Sara Kardish (Observer, Non-Voting)

STAFF:

Andrea Freedman (CEO), Leslie Kaufman (Vice President, Corporate Services), Jared Isaacson (Assistant Director), Shelley Crawford (Financial Officer), Rebecca Nagrodski (Recorder)

APOLOGIES:

Diane Koven, Steven Kimmel (Chair, Jewish Federation of Ottawa)

MEETING CALLED TO ORDER:

Lynne Oreck-Wener thanked everyone for attending and called the meeting to order at 4:30PM.

APPROVAL OF MINUTES:

A motion was made to approve the February 26 2014 Minutes of the Board of Directors as distributed.

Moved by: Richard Roth
Seconded by: Steven Lesh
Approved Unanimously

PRESIDENT'S REPORT:

Andrea Freedman presented her report on the activities of the Foundation since February 26 2014; it was noted that an extensive search process has already begun for a new Foundation Associate and that the new website is expected to launch before the end of March 2014. All other questions were answered to the members' satisfaction.

NEW COMMITMENTS REPORT:

Andrea Freedman presented the New Commitments Report; it was explained that the format of this document had been revised in order to mirror the goals and objectives of the Foundation's 2014 Business Plan. All questions were answered to the members' satisfaction; it was suggested that whenever possible, staff may wish to work towards including comparables to previous years in the New Commitments Report.

REVIEW OF KEY PERFORMANCE INDICATORS:

Andrea Freedman presented an update on the Key Performance Indicators document.

The following information was discussed:

- There is a need for the Foundation to include the number of cultivation meetings with interested and potential new donors.
- Moving forward, the Board should review the annual results of the Foundation's tribute card program. It was explained that the totality of tribute card donations has not increased and if this trend continues, the Board will need reconsider the value of the program.
- The goal of both the Foundation and the Jewish Federation of Ottawa is to update the entire Key Performance Indicators document twice a year and to update the snapshot section on a quarterly basis. The results will then be shared with the community via mass communications and will also be posted on the websites of both organizations.

All questions were answered to the members' satisfaction.

REVIEW/APPROVAL OF 2014 STRATEGIC PLAN:

Michael Landau presented the 2014 Strategic Plan for the review and approval of the Board.

The following items were discussed:

- As part of the 2014 Strategic Plan, the Board is scheduled to develop a Vision and Values Statement

in the Fall.

- Whenever possible, the Key Performance Indicators will be revised in order to align with the goals and objectives of the 2014 Strategic Plan.
- It was agreed that it would be preferable for the Foundation to include less detail in their Strategic Plan as this approach would encourage interested/potential donors to contact the office directly to learn more. That said, when the final version is posted to the website, it was agreed that this document will include hyperlinks to the appropriate areas of the website in order to provide all interested/potential donors with the opportunity to complete their own research.

A motion was made to approve the 2014 Strategic Plan as distributed.

Moved by: Michael Landau

Seconded by: Shelley Appleby-Ostroff

Approved Unanimously

FOUNDATION PIPELINE UPDATE:

Jared Isaacson presented an updated on the Foundation pipeline; it was noted that this document is now available in a secure online area for the Board's review and will be updated on a regular basis. The members were reminded that all donor information is to be treated as highly confidential and that their assistance in cultivating potential donor information would be greatly appreciated.

INVESTMENT/FINANCIAL UPDATE:

Shelley Crawford presented an update on all Investment/Financial activities; it was noted that the Capital Increment Report will be distributed for the Board's review as soon as possible. All other questions were answered to the members' satisfaction.

INSURANCE PROGRAM DISCUSSION:

As discussed during the Board Meeting, Jared Isaacson presented additional information on specific insurance policies where donors have chosen to discontinue paying the cost of their annual insurance premiums. In all cases, the Board felt that each policy should be assessed on its total value (including the subsidy portion).

It was agreed that in order to move these items forward, this information will be provided to a small sub-committee (chaired by Diane Koven) and a decision will be made from there. Lynne Oreck-Wener; Mitchell Leitman and Howard Geller agreed to volunteer their time for this project.

COMMITTEE UPDATES:

An update on all active committees was presented; it was noted that the Professional Advisory Committee has had their initial meeting and is considering a slate of potential programs that will focus on philanthropy and legacy giving for Fall 2014. It was explained that moving forward, the Foundation aims to host 3-4 small (targeted) events and one larger event for all interested fund holders.

All questions were answered to the members' satisfaction.

OTHER BUSINESS:

MOU – Service Level Agreement:

A motion was made to approve the Memorandum of Understanding (Service Level Agreement) between the Ottawa Jewish Community Foundation and the Jewish Federation of Ottawa with the understanding the Steven Kimmel (Chair, Jewish Federation of Ottawa) will be consulted regarding the possibility of substituting another word in place of <tweaked>.

Moved by: Lorne Segal
Seconded by: Steven Lesh
Approved Unanimously

2013 Foundation Disbursements (Agency and Fund Holder Letters):

It was reported that the annual allocation to the Foundation's beneficiary agencies have been distributed and that staff remains on track to have the annual fund holder letters distributed before the Foundation's next Board Meeting.

As part of this discussion, the Board did acknowledge the challenges associated with getting the beneficiary agencies to participate in the Foundation's donor recognition process. It was suggested the next year, both the Executive Director and Lay Leaders should receive copies of the letter that accompanies the annual allocation cheque and that all agencies who present to the Board during that calendar year should receive a follow up phone call to encourage their participating in this process.

Annual Report:

In terms of the Foundation's upcoming Annual Report, the following decisions were made:

- While the annual grant allocation information will remain in the document, there will be no information on the George Joseph Cooper Scholarship Award Recipient; the Legacy Giving Program or the Women's Collective Philanthropy Grant Recipient. The Board agreed that the focus should be on providing donors with a user friendly document that provides only the essential information and highlights the financial success of the Foundation.
- As opposed to listing all of the Foundation's endowment funds, the upcoming Annual Report will list only the new endowment funds and the legacy gifts (including insurance policies) established during the last calendar year.
- The Board decided that as a way to reduce printing and mailing costs, the Foundation will aim to gradually phase out the creation of a physical Annual Report. As a first step, the upcoming Annual Report will be greatly reduced in terms of content and size. Following that, the Foundation will aim to release only the basic legal requirements (i.e. electronic versions of the annual financial statements) via the website as of 2015.

Investment Evening Event Update:

It was agreed that the discussion around a potential investment evening event will be postponed to the Foundation's next Board Meeting.

GOOD AND WELFARE:

No good and welfare items were brought forward for the Board's attention.

IN CAMERA SESSION:

ADJOURNMENT:

A motion was made to adjourn the February 26 2014 meeting of the OJCF Board of Directors.

Moved by: Shelley Appleby-Ostroff

Seconded by: Steve Lesh

Approved Unanimously

The meeting was adjourned at 5:30PM.