



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

**WEDNESDAY, MAY 14<sup>TH</sup>, 2014  
MINUTES**

Minutes of a Meeting of the Board of Directors of THE OTTAWA JEWISH COMMUNITY FOUNDATION (the 'Foundation') held at the head office of the Foundation at 4:30PM on Wednesday, May 14<sup>th</sup>, 2014 in the Boardroom of the Soloway Jewish Community Centre, 21 Nadolny Sachs Private, Ottawa, Ontario K2A 1R9.

**PRESENT:** Shelley Appleby-Ostroff, Howard Geller, Diane Koven, Michael Landau, Mitchell Leitman, Lynne Oreck-Wener (Chair), Richard Roth, and Lorne Segal via teleconference: Steven Kimmel (partial).

**STAFF:** Shelley Crawford (CFO), Andrea Freedman (President & CEO), Erica Geller (Recorder), Jared Isaacson (Assistant Director), and Leslie Kaufman (VP Corporate Services).

**MEETING CALLED TO ORDER:**

Lynne Oreck-Wener thanked everyone for attending and called the meeting to order at 4:35PM.

**AGENCY PRESENTATION – JEWISH FAMILY SERVICES:**

Mark Zarecki was invited to present Jewish Family Services (“JFS”) to the Board of Directors with the goal of building a partnership and a working relationship with the Foundation. He discussed ways in which JFS is looking to expand its donor base and also detailed issues that can be alleviated through additional fundraising. He noted that JFS is working to create tailored programs of giving to allow donors to direct their funds in confidence.

Currently Foundation allocations fund senior services and Tikvah (an anti-poverty program). Mark explained that as the community ages, the need for senior services increases. He outlined his funding priorities which included: Jewish family life (abuse, divorce, child rearing), catastrophe and illness, Holocaust, early dementia programs and kosher Meals on Wheels subsidies for seniors.

Lorne Segal questioned why Mark and JFS were reluctant to participate in the Foundation video opportunity when they are in such need of fundraising assistance. Mark explained that there was a

breakdown of communication due to the volume of requests and a number of urgent projects in progress.

It was suggested that the stories that can be told about people who use JFS would make for excellent marketing material and for gaining donors; however, this may cross a line of confidentiality. Mark explained that the use of a client's story is entirely up to the client.

Lynne suggested scheduling a separate meeting with JFS and all interested parties to discuss how the Foundation and JFS can work together in the future.

### **APPROVAL OF MINUTES:**

A motion was made to approve the Board of Directors March 26, 2014 meeting minutes.

Moved by: Richard Roth  
Seconded by: Lorne Segal  
Approved Unanimously

### **PRESIDENT'S REPORT:**

Andrea Freedman presented her report on the activities of the Foundation since March 26, 2014. She noted three updates:

- The interviewing process has begun for a new Director of Development. A joint interview panel consisting of Board members from both the Foundation and Federation Board of Directors has been established.
- The remaining fund activity reports have been mailed as of Monday, May 12, 2014, significantly earlier than the previous year
- The planning of the Annual General Meeting is well underway and on track.

All questions were answered to the Board members' satisfaction.

### **NEW COMMITMENTS REPORT:**

Andrea Freedman presented the New Commitments Report. Andrea explained that there has been an increased effort to conduct more in-person meetings with prospective donors for the pipeline; though a difficult undertaking, the effort will build rapport and professional relationships with potential donors. It was suggested that a more proactive and aggressive approach is needed. One such example included reaching out to fund holders who opened B'nai Mitzvah funds and reminding them that the fund is active and educating them in the value of new donations.

All other questions were answered to the Board members' satisfaction.

### **FOUNDATION PIPELINE UPDATE:**

Jared Isaacson presented an update on the Foundation donor pipeline report. The Board was reminded that

the document is available in a secure online location for the Board's review and will be updated regularly. Jared highlighted the following activities:

- Revisiting the CEC phase 2 list.
- A WCPP donor pipeline.
- Outreach to 7-10 women who are eligible for a Lion of Judah Endowment.

It was suggested that an individual webpage be assigned to each fund; this could allow fund holders to ask for donations to their fund on a specific occasion in lieu of gifts. Jared undertook to investigate this as a potential feature.

### **INVESTMENT EVENING DISCUSSION:**

Preliminary thoughts were shared about hosting an event (or series of events) that would be geared towards leveraging the Foundation's role as an authority on investments and a convener of experts on investment strategies. Discussion points and suggestions included the following:

- Would the event replace the Power Breakfast or be held in addition to?
- Should the event be in the morning or the evening?
- Could BNY Mellon act as moderator with money managers as presenters?
- One event or a multi-part series?
- Open to fund holders only or would guests be welcome as well?

It was stressed that the Power Breakfast event is building Foundation brand awareness and perhaps a separate investment event should instead be treated as an educational opportunity. The chairs of the Investment, Fundraising and Marketing committees, along with the Board chair and CEO, undertook to meet in the near future to discuss potential options.

### **INVESTMENT/FINANCIAL UPDATES:**

Steven Lesh noted that there is currently a search underway for a new alternative fund manager and that the Investment committee should have a recommendation within the next few months.

Shelley Crawford referenced the *Audited Annual Financial Statements for the year ending December 31 2013*, and offered to answer any questions. Shelley then discussed the audit process and offered general comments on the results. Of note, it was discovered that some tribute card donations had been allocated to incorrect funds. This issue was corrected and there were no other issues identified by the auditors.

A question was raised about whether the tribute card system has an audit trail and staff undertook to investigate this function. All other questions were answered to the Board members' satisfaction.

A motion was made to approve the *Audited Annual Financial Statements*.

Moved by: Steven Lesh  
Seconded by: Howard Geller  
Approved Unanimously

The *Annual Confirmation of Investment Policy and Choice of Investment Advisor* was discussed and no motion was required.

The *Legislative Compliance Review* was discussed and two questions were raised:

- Should there be a reference to GST or HST?
- Should WSIB compliance be included?

Staff undertook to research this and to modify as needed.

### **COMMITTEE UPDATES:**

An update on all active committees was presented. Lynne suggested that, going forward, the Marketing committee be referred to as the Education & Outreach committee to coincide with the new strategic plan. Diane provided an update on the GJ Cooper Scholarship committee and informed the Board that a winner, Elana Moscoe, had been chosen. She will be returning from Israel on June 9<sup>th</sup> and will speak at the Annual General Meeting.

All questions were answered to the Board members' satisfaction.

### **APPROVAL OF ANNUAL BOARD SLATE:**

Richard Roth discussed the process that the Board Development Committee used to identify possible candidates to fulfill the vacant Director positions for 2014/15. Richard noted that he worked in collaboration with Debbie Halton-Weiss, chair of the Federation's Nominating Committee.

Richard presented the Annual Board Slate and announced that Fred Seller, Paul Finn and Rabbi Bulka have been recommended to stand for election at the June 10<sup>th</sup>, 2014 AGM to fill the vacancies required for the 2014/2015 Board year. Fred and Paul will be joining the Board for three year terms, while Rabbi Bulka will join the Board for two, completing the remainder of Joel Secter's term.

A question was raised over the possibility of conflict of interest with respect to Fred Seller's nomination as he is a business partner with Harold Feder, the Foundation's honorary legal counsel. It was undertaken to determine the answer to this question in a timely manner.

A motion was made to approve the Slate of Nominations for 2014/2015 Board year.

Moved by: Richard Roth

Seconded by: Mitchell Leitman

Approved Unanimously

### **OTHER BUSINESS:**

#### **Annual General Meeting Discussions:**

Lynne provided the Board an update on the status and agenda of the Annual General Meeting and noted that planning was well underway and on track for June 10<sup>th</sup>. The Board discussed potential questions that fund holders may ask during the AGM with a focus on staffing strategy and donor recognition. Should such questions arise, Board members were encouraged to answer the fund holders directly from the audience if they felt capable of providing the best answer.

All questions were answered to the Board members' satisfaction.

**GOOD AND WELFARE:**

Lynne thanked both Shelley Appleby-Ostroff and Diane Koven for their service on the Foundation Board, as they are stepping down at the Annual General Meeting.

No other good and welfare items were brought forth.

**ADJOURNMENT:**

A motion was made to adjourn the May 14<sup>th</sup>, 2014 meeting of the Board of Directors.

Moved by: Lorne Segal

Seconded by: Steven Lesh

Approved Unanimously

The meeting was adjourned at 6:05PM and Lynne thanked everyone in attendance.