

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



OTTAWA JEWISH
COMMUNITY FOUNDATION

TUESDAY, APRIL 3RD, 2012

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 April 3rd, 2012 at the hour of 4:30 pm, in the Social Room of the Joseph and Rose Ages Family Building, 21 Nadolny Sachs Private, Ottawa, Ontario K2A 1R9.

PRESENT: Richard Roth (Chair), Lynne Oreck Wener (Vice Chair), Steven Lesh (Treasurer/Secretary), Ken Ages, Shelley Appleby-Ostroff, Diane Koven and Mark Shabinsky

PRESENT BY

PHONE: Harold Feder (Past Chair) (Partial)

APOLOGIES: Eddy Cook and Yoni Freedhoff

STAFF: Rony Podolsky (President), Jared Isaacson (Assistant Director), Shelley Crawford (Chief Financial Officer) and Rebecca Nagrodski (Recorder)

GUESTS: Ross Diamond (Director, Hillel Ottawa) and Jeff Bradshaw (JFO, Senior Director of Planning)

MEETING CALLED TO ORDER AND OPENING REMARKS:

Richard Roth thanked everyone for attending and called the meeting to order at 4:35 p.m. Rebecca Nagrodski was introduced and welcomed as the new Foundation Association for the Ottawa Jewish Community Foundation.

AGENCY PRESENTATION – HILLEL (CAMPUS SERVICES):

Richard introduced Ross Diamond and Jeff Bradshaw on behalf of Hillel Ottawa (Campus Services) and thanked them for joining the meeting to make an agency presentation to the members of the Board.

Ross Diamond made a 20 minute presentation including Q&A on the overall program and vision of Hillel Ottawa (Campus Services). It was noted that Hillel Ottawa has a strong social media presence and that this is used to develop relationships with interested students.

APPROVAL OF MINUTES – FEBRUARY 13, 2012:

A motion was made to approve the February 13th, 2012 minutes of the Board of Directors with the revisions raised by Richard Roth.

Moved by: Diane Koven
Seconded by: Steven Lesh

Approved Unanimously

BUSINESS ARISING FROM THE MINUTES (ACTION LIST):

Joint Task Force (Collaborative Fundraising Model Initiative) - It was reported that the Joint Task Force met since the last Board of Directors Meeting to discuss their strategies in moving forward. It was agreed that the primary goal for the 2013 Annual Campaign would see the families on the CFM list be pulled out of the general campaign list and dealt with as part of the an CFM initiative. It was agreed that ongoing dialogue will be maintained between the donor relation manager and the canvasser so that all involved parties are aware of the Collaborative Fundraising Model Initiative.

Richard reported that on behalf of the OJCF Board of Directors, he and Lynne will be meeting on a regular basis with the Chair and Vice-Chair of the Jewish Federation of Ottawa (Debbie Halton-Weiss and Steven Kimmel) in order to better understand what each organizations is doing. It was suggested that in the future, there is a possibility that observers to each organization will sit on the other's Board of Directors.

The Joint Task Force will be meeting on April 16, 2012 where OJCF Staff will be presenting the necessary tasks and timelines to carry through the 2013 Annual Campaign.

Book of Life Initiative – Harold Feder provided an update on the Book of Life Project and the next necessary steps during the meeting.

Donor Outreach Sub-Committee – The Board reviewed the work that was done to inform the donors about the recent changes to investment policy and strategy.

Life Insurance Policy Acquisition – Harold continues to work on obtaining further information from the financial planner.

BOOK OF LIFE PROJECT:

Harold presented the following information about the Book of Life Project:

- Since the last Board of Directors Meeting, there has been one committee meeting and one management subcommittee meeting to discuss the development of this project.
- In terms of the physical manifestation of the Book of Life, it has been decided that there is a need for both an actual book and an online presence. The physical book will include the actual signatures in chronological order while the cyber manifestation will provide the donor stories. (In order to ensure some uniformity to the donor stories, a standard questionnaire will be used to develop them.)
- For the official presentation of the Book of Life, it was confirmed that this will happen at the end of the Annual General Meeting in June 2012. The ceremony will consist of 5-10 new people coming forward to sign the Book of Life in combination with two families presenting their contributions as donors.

PRESIDENT'S REPORT:

In his President's Report, Rony Podolsky highlighted the following information:

- Jessica Borenstein recently joined the OJCF as the Tribute Card Coordinator. In order to encourage further participation in the program , she is planning to do milestone reminder emails to donors throughout the year.
- OJCF Staff has already begun the necessary preparations for the Annual General Meeting.

CASH GIFTS REPORT:

In terms of cash gifts and new commitments, the following was reported:

- OJCF staff are in the process of closing a new Lion of Judah Endowment fund.
- Eddy Cook is in the process of securing a deferred gift from the last Power Breakfast event.
- We expect to have two new bequests from the Jewish Legacy Challenge in the next report

INVESTMENT UPDATE:

Following a review of the investment information, it was agreed to move to purchase an additional State of Israel bond in order to comply with the new policy.

It was also reported that despite a fundamental change in the leadership of I3 Advisors Inc., the members of the Investment Committee do not have any concerns about their management abilities. In addition, the members were reassured that the one money manager that was deemed weak last year, is now performing quite favorably.

NEW BUSINESS:

Board Retreat Follow Up - It was reported that every effort will be made to distribute the minutes from the Board Retreat before the Passover Holiday. In addition to the minutes, the overall feedback from the event will also be distributed.

COMMITTEE UPDATES:

Board Development Committee – There are three members whose first terms of office are ending. Harold will be approaching these members to confirm their ongoing commitment.

Marketing Committee – It was explained that the new OJCF logo has been created and that Staff is in the process of gradually introducing this new appearance to the community. Any newly printed letterhead, tribute cards, etc will present the new logo.

During this discussion, Richard distributed examples of donation notices from Ashbury College and the Ottawa Hospital for the review of all members. It was agreed that these are the kinds of material that the OJCF should be producing.

The Board of Directors also discussed the OJCF Newsletter and the need to work towards producing an edition on a semi-annual basis. It was suggested that this newsletter would provide an excellent opportunity to provide updates on the community agencies and could result in video material for the website.

Women's Philanthropy – Lynne reported that as was done year, Women's Philanthropy will be organizing a Mother's Day campaign whereby following the purchase of a Tribute Card, flowers will be donated to a women's emergency shelter.

OTHER BUSINESS:

2011 OJCF Disbursements and Communications:

It was confirmed that both fund holders and community agencies recently received letters with updated information about the OJCF investment strategy. In these letters, the stakeholders were advised to contact OJCF Staff with any questions or concerns. The Investment Committee will then decide their next steps based on this feedback.

It was noted at this point, a common theme from fund holders is the idea of the present investment consultant may be doing a service to the OJCF.

Donor Recognition Protocol Update:

Following a review of the new Donor Recognition Protocol, the Board of Directors decided that any new fund holder will receive a thank you card stating the level of their gift and the importance of supporting the Jewish Community via the OJCF. For a gift over \$250, the fund holder will receive a personal “thank you” call from the President.

Foundation Day:

It was decided that this year, Foundation Day will be held on Sunday, May 27, 2012.

GJ Cooper Scholarship:

It was confirmed that at this point, OJCF has received four scholarship applications. The deadline for all applications is April 06, 2012. In terms of advertising this scholarship, it was reported that notices went out via email, the Ottawa Jewish Bulletin, Hillel Ottawa (Campus Services) and the OJCF website.

Shelley Appleby-Ostroff, Steven Lesh and Mark Shabinsky confirmed their ability to serve on the Scholarship Committee for 2012.

AGM:

The following was discussed in terms of the agenda for the upcoming Annual General Meeting:

- Given the plans for the Book of Life presentation, it will not be necessary to have a guest speaker.
- Since there is no Outgoing Chair, there will be one less speech during the event.
- It is desirable to have a new B’nai Mitzvah Fund holder speak during the event.

2011 Financial Audit:

Shelley Crawford reported that the financial audit for 2011 has been completed without issue. The Audit and Financial Committee will be meeting within the next two weeks to review this information.

GOOD AND WELFARE:

The participants were wished a happy Passover.

ADJOURNMENT:

The meeting was adjourned at 6:06 pm.