

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



**MONDAY JANUARY 9<sup>TH</sup>, 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 January 9, 2012 at the hour of 4:30 pm, in the Main Board Room of the Joseph and Rose Ages Family Building, 21 Nadolny Sachs Private, Ottawa, Ontario K2A 1R9.

**PRESENT:** Richard Roth (Chair), Shelley Appleby-Ostroff, Steve Lesh, Harold Feder, Diane Koven, Yoni Freedhoff, Lynne Oreck-Wener

**PRESENT BY**

**PHONE:** N/A

**APOLOGIES:** Ken Ages, Eddy Cook, Mark Shabinsky

**STAFF:** Shelley Crawford, Jared Isaacson, Rony Podolsky Erin Bolling – Recorder

**INVITED GUEST:** N/A

**MEETING CALLED TO ORDER AND OPENING REMARKS:**

Richard Roth thanked everyone for attending and called the meeting to order at 4:34 p.m.

**INTRODUCTION OF CDO**

Richard took the opportunity to introduce Rony Podolsky as new Chief Development Officer for the Corporation and the Jewish Federation of Ottawa and welcomed him to the Board. Richard will ask for resolution to appoint Rony as President, which is consistent with the Corporation's By-Laws.

Rony introduced himself and spoke about how he perceives his role with the OJCF and gave the Board some background about his business experience. Rony noted that he is looking forward to his role with the OJCF and to working collaboratively with the Board.

A motion was tabled to appoint Rony Podolsky as the President of the Ottawa Jewish Community Foundation

Moved by: Yoni Freedhoff

Seconded by: Harold Feder

Approved unanimously

**APPROVAL OF MINUTES:**

A motion was made to approve the November 9th, 2011 minutes of the Board.

Moved by: Harold Feder

Seconded by: Shelly Appleby-Ostroff

Approved unanimously

## **BUSINESS ARISING FROM THE MINUTES OF NOVEMBER 9<sup>TH</sup>, 2011:**

### **Update on Action Issues**

**Board Solicitations:** Harold commented that he and Jared have reviewed the status of the solicitations and concluded that two Board members remain to be approached. The goal is to complete this task in the next couple of weeks.

**CFM:** Richard commented that the OJCF Sub-committee continues to work with the Joint Task Force to better collaborate on fundraising. A CFM PowerPoint was distributed to the Board prior to the meeting. Jared commented that the next Task Force meeting will be set soon to push forward some of the items that have been discussed previously. Richard added that the Federation has been made aware that this year's campaign did not meet the OJCF's expectation on the development of the collaborative fundraising model and Richard will continue to work with the Federation and the Joint Task Force to ensure that next year's campaign has an OJCF presence incorporated into the donor canvasses.

**Joint Task Force:** Harold summarized the meeting held in December 2011. Harold reported that it was a very productive meeting. As a follow-up Harold has taken on the role of Chair of the CFM Task Force. Harold spoke about the need to move to a donor centric approach in this Community and give donors the chance to fulfill their philanthropic goals.

### **Book of Life**

Harold has established a Book of Life Committee with Jared's assistance. The Committee will be meeting in the coming weeks. The Book of Life will provide a vehicle through which to recognize donors and give them the opportunity to tell their giving story. It is also hoped that the Book of Life will appeal to younger and middle class donors and provide them an opportunity to create their Jewish Legacy. Jared will re-send the links and summary documents regarding this Committee to the Board. Harold is looking for more Board participation in this Committee. The launch of the Book of Life (and book signing event) will take place at the AGM next June.

### **Investment Committee**

The Investment Committee has not met since the last meeting and therefore the Agenda item will be carried forward.

### **Logo**

Yoni Freedhoff presented the revised logo, which was distributed to the Board members prior to the meeting. The revised logo took into consideration comments made at the November 9, 2011 meeting.

A motion was made to approve the logo with the updated 'F'.

Moved by: Yoni Freedhoff

Seconded by: Harold Feder

Approved: All Board members with one abstaining

Abstained: Shelley Appleby-Ostroff

Motion Approved

Yoni noted that there will be a branding document prepared to address "best practices" for the use of the new logo.

### **Marketing Plan –**

Yoni discussed the activities of the Marketing Committee, which include creating the branding of the organization. The Committee plans to identify 4 community stories that will reach out to our donors and the

Community. The Committee plans to videotape the stories as a method of telling what the Foundations donations have accomplished and why it matters to create a Jewish Legacy in Ottawa. It is hoped that this will encourage more donations.

The Marketing Committee will look to ways to produce the video on a cost effective basis.

Richard commented that this could also give the Community Agencies the opportunity to share their stories – it will help market the Agencies as well as the OJCF. These could be used on the OJCF's website as well. Over time, the stories could be built into a library at a rate of 4 every year and it will tie in to the Book of Life.

Yoni and the Marketing Committee were thanked for their hard work on the logo rebranding.

### **President's Report – Jared**

Jared has been working with Samantha Banks, Jeff Bradshaw and Shelley Crawford and Harold Feder and Debbie Weiss on the possibility of opening an Innovation Fund, which was discussed at the Open Ottawa symposium. The Innovation Fund would meet the needs of the 22 – 35 years old demographic fulfill the goal of working with the Federation to reach out to the Emerging Generation.

Harold noted that this fund could operate to distribute income based on a grant application from young social entrepreneurs.

Richard reminded Board members to consult with the Marketing Committee when making Community newsletters or communications. This will ensure consistent branding, generally and with the new logo.

Richard asked for feedback regarding the year end mailing that was completed thanking donors and requesting donations to existing funds. Jared reported that 12 donors responded and that donations exceeded \$3,000. Richard requested that all donors be contacted by phone and thanked for their response. All members felt that this was something that should be done annually, but with additional consideration as to the targeted recipients. .

**Action: Jared and Rony to call all donors who donated.**

A discussion continued regarding donor communication generally. Members agree that the need for an improved database is required for more meaningful communication. This would allow for directed communication on education matters to those of interest, or Legacy.

### **6. New Commitments**

The New Commitment report will be updated to the year end and circulated to the Board shortly. There has been one LOJE endowment in December.

**Action: Shelley to circulate the year end New Commitment Report to the Board.**

### **7. Investment Update**

Final year end numbers will be distributed before the end of January. A decision on the OJCF annual distribution will be required at the February board meeting. Distributions to the beneficiary agencies are targeted for the end of the February.

### **New Business**

#### **Life Insurance Policy Acquisition:**

Harold reported that he was approached by a financial planner about the Foundation's desire to take over an existing life insurance policy. Harold has received a summary of the policy and Diane noted that the following

must be considered when looking at the investment opportunity: the medical condition of the policy holder, the quality of the investment and the level of premium increases over the years. This would allow the OJCF to benefit from different ages and life expectancies of the policy holders. Richard commented that this would be considered an “alternative investment” and therefore merits further investigation by an insurance expert and the Investment Committee.

**Action: Diane will provide a summary of relevant questions and then Harold will obtain additional information from his contact and report back after further investigation.**

### **Board Retreat**

An alternative date to March 7 is required. Richard noted the good work of Lisa Miller and Michael Walsh in facilitating past retreats. Richard proposed approaching Michael Walsh for this year’s event. Harold suggests contacting Lisa Miller to let her know OJCF is alternating facilitators. Jared also suggested the Board forward ideas they would like to see covered at the Retreat to him.

### **AGM**

Confirmed as Wednesday June 13<sup>th</sup>, 2012

### **Board Recruitment**

The Board Development Committee will be looking at the term limits of the Board members Harold will report at the next meeting.

### **Committee Updates**

A Memorandum with Committee updates was circulated prior to the meeting. Questions regarding the updates were satisfactorily answered.

### **Other Business**

#### **Mitzvah Day**

Sunday February 12<sup>th</sup> – Jared distributed forms for those who want to volunteer. Jared reported that the organizers are trying to appeal to a broader base with off-site activities and activities for older teens and adult participants. Richard inquired about having a Foundation presence at the event – Jared reported that the itinerary has been re-vamped and there will not be speeches from Federation or Foundation. Jared will look into this further and see if there are any opportunities.

#### **Weinberg Family Foundation Event**

Jared spoke about his attendance at the event, which had close to 500 people in attendance. Going forward the gathering will be approached as more of a conference and bringing everyone together to discuss unique and innovative methods of philanthropy. Jared mentioned that it might be a good idea for a volunteer to participate next year as well.

#### **Good & Welfare**

The passing of Joseph Lief, a former member of the Foundation Board of Directors, was noted.

On behalf of the Board, Richard thanked Jared for taking the position of Acting President of the Foundation for the past 8 months.

#### **Adjournment**

The meeting was adjourned at 6:00 p.m.