

THE OTTAWA JEWISH COMMUNITY FOUNDATION  
MEETING OF THE BOARD OF DIRECTORS



OTTAWA JEWISH  
COMMUNITY FOUNDATION

MONDAY, NOVEMBER 19, 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 Monday, November 19, 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), Harold Feder, Lorne Segal, Diane Koven, Mark Shabinsky (Partial), Shelley Appleby-Ostroff, Eddy Cook, Lynne Oreck-Wener,

**APOLOGIES:** Ken Ages, Steven Lesh,

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

**MEETING CALLED TO ORDER:**

Richard Roth thanked everyone for attending and called the meeting to order at 4:35 pm.

**APPROVAL OF MINUTES:**

A motion was made to approve the October 03, 2012 minutes of the Board of Directors.

Moved by: Harold Feder  
Seconded by: Diane Koven  
Approved Unanimously

**BUSINESS ARISING FROM THE MINUTES:**

**Book of Life Initiative:**

In order to move the Book of Life forward, it was reported that the committee has realized that it first must address the project's philosophical concerns and determine what the Book of Life will mean to Ottawa. As such, staff is working to develop a Workbook that will be shared with the Board and all interested committee members. The hope is that this work will help clarify the direction and shape of the project. Additionally, we are exploring the possibility of connecting to the Harold Grinspoon Foundation's legacy initiative, geared to providing support and matching funds to legacy projects (which could include the Book of Life program).

**2012 Business Plan Deliverables:**

It was confirmed that staff is working with Richard to host a parlor meeting in the near future.

### **General Actions for OJCF Staff:**

In terms of social media, staff is taking advantage of all opportunities to share the existing Federation Facebook and Twitter accounts. Live tweets were done from the Power Breakfast Event and advertising for the Pearls of Wisdom Event was done via the JFO Facebook.

Staff is in the process of reaching out to donors who have not made any donations this year, through a mailing.

Staff will determine the households who are scheduled to receive multiple packages and will move forward to resolve the issue in early 2013.

### **PRESIDENT'S REPORT AND NEW COMMITMENTS REPORT:**

Rony Podolsky presented his President's and New Commitments Reports. The following information was highlighted:

- Whenever possible, the Foundation continues to collaborate with the Jewish Federation of Ottawa on special projects. This work has resulted in an increased interest for both our events and the Legacy Challenge Program.
- As part of the overall collaborative work re: Jewish philanthropy in Ottawa, staff is continuing to implement OJCF/Planned Giving information into the JFO Annual Campaign structure. Staff has had, and will continue to have, informed discussions with donors in the CFM Program. During these interactions, Legacy Giving is being introduced and has been received with interest by many Community members. Staff and lay leadership will continue to follow up on these specific expressions of interest, with the goal of establishing face-to-face meetings as soon as possible.
- The Tribute Card contest resulted in 39 submissions from 14 local artists. A Tribute Card Selection Committee has been established and the winners will be announced on the OJCF website by November 30, 2012.
- As both a representative for the Jewish Federation of Ottawa and the Ottawa Jewish Community Foundation, Rony Podolsky has been able to introduce the topic of Foundation to many donors. This work has resulted in a dramatic increase in terms of the face to face canvasses during the Annual Campaign season.

### **2013 BUDGET DISCUSSION:**

#### **Approval of the 2013 Budget:**

The proposed 2013 budget was presented for the review and approval of the Board of Directors. It was noted that the members of the Audit Committee reviewed and approved this document during their teleconference on Friday, November 16, 2012.

A motion was made to approve the 2013 Budget as it was distributed to the Board members.

Moved by: Eddy Cook

Seconded by: Mark Shabinsky

Approved Unanimously

**Auditor Discussion:**

It was noted that the auditor has not been reviewed for the past seven years. The members agreed that although there are no apparent issues regarding the services provided, it would be prudent and consistent with our obligations as trustees to have the Audit Committee conduct a review. Shelley Crawford agreed that she would investigate what other similarly sized Community Foundations are paying their auditors for ongoing services and the preparation of their audited report. This information will then be presented for the review of the Audit Committee who will then bring a recommendation to the Board of Directors regarding next steps.

**INVESTMENT/FINANCIAL UPDATE:**

A motion was made to approve the revised Investment Policy Statement, as presented, and the strategy to allow more flexibility to the active bond managers.

Moved by: Lorne Segal

Seconded by: Harold Feder

Approved Unanimously

**COMMITTEE UPDATES:**

During the presentation of the OJCF Committee Update Report, the following information was confirmed:

- In addition to the website improvements, the Marketing Committee is presently exploring how to best implement a system that would see the recognition of specific donation levels through the tribute card program. It was also noted that as part of this work, the members should consider the concept of allowing a donor the option of stating their donation amount on the inside of the tribute card.
- The G.J. Scholarship Committee has been established and the members look forward to expanding their advertising scope in order to increase the number of qualified applications for this prestigious award.
- The WCPP Committee recently finalized their new information card and the members are now working on their biannual newsletter on December 06 2012 to commemorate the National Day of Remembrance and Action on Violence Against Women and to encourage donors to take advantage of the year-end tax benefits.
- The Fundraising Committee has implemented a follow up strategy to the Power Breakfast and the members are currently working to canvass everyone who attended the event. It was confirmed that this work is being done in consultation with staff.

- The B'nai Mitzvah Committee recently welcomed Lyon Hamburg as their newest member. The committee is working on rebranding the b'nai mitzvah program to encourage teen philanthropy overall, moving beyond the focus of bar and bat mitzvah ages specifically. It was noted that twelve new b'nai mitzvah funds have been opened this year.

#### **LEGACY GIFTS INFORMATION:**

In terms of legacy giving, the following action items were established:

- Staff will send Richard Roth a list of the expected bequests that have been reported.
- If any Board member has made a provision for the Foundation in their will, they will provide staff with a copy of this information so that the office can establish a tracking system to ensure that even after all involved parties have departed, all gifts will be handled with care.

#### **OTHER BUSINESS:**

##### **Update on Insurance Policy Premium Issue:**

As a follow up to previous Board discussions, it was noted that unfortunately, the donor will again be unable to pay the cost of their insurance premium for 2012. Staff will attempt to contact the donor once more, to ascertain whether or not a partial payment can be made for the 2012 premium.

##### **Review of OJCF Privacy Policy:**

It was confirmed that following the Power Breakfast Event, staff have reviewed the existing OJCF Privacy Policy and can confirm that it addresses all concerns. It was suggested that in the future, staff should make more of an effort to inform donors of this policy to demonstrate how the Foundation works to respect and protect their information. Members noted that should the Foundation ultimately decide to allow donors the option of advertising their donation amount, the OJCF Privacy Policy would need to be amended accordingly.

**Jewish Federation of Ottawa CEO Search Committee Update:** It was reported that following an extensive consultation process, the CEO position was posted on October 24, 2012 and there are now several potential candidates.

##### **Chanukah Social Event:**

The members agreed that they would be interested in attending a Chanukah Social Event and it was decided that staff will circulate some potential dates for everyone's consideration.

#### **GOOD AND WELFARE AND ADJOURNMENT:**

The meeting was adjourned at 6:25 pm and belated best wishes were given to Eddy Cook on the occasion of his 26<sup>th</sup> anniversary. The members were reminded that the next Board of Directors Meeting will take place on **Wednesday, January 09, 2013.**

*Approved February 20 2013*