



THE OTTAWA JEWISH COMMUNITY FOUNDATION

Summary 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 August 22, 2011 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), Harold Feder (partial), Yoni Freedhoff, Diane Koven, Steve Lesh, Mark Shabinsky, Lynne Oreck-Wener

PRESENT BY

PHONE: Shelley Appleby-Ostroff, Eddy Cook

APOLOGIES: Ken Ages

STAFF: Shelley Crawford, Jared Isaacson, Francine Paulin – Recorder

MEETING CALLED TO ORDER AND OPENING REMARKS:

Richard Roth thanked everyone for attending and called the meeting to order at 4:29 p.m. Richard welcomed the new Board members, Diane Koven and Shelley Appleby-Ostroff to the Board and there was a brief introduction of the existing members (around the table).

Richard commented that the goal prior to each Board meeting is for Board members to have reviewed the meeting materials in advance of the meeting so that at the meeting the members can engage in interactive discussions and will have come prepared to comment and/or ask questions regarding the agenda items.

MARKETING PRESENTATION:

Richard commented that the Marketing Committee has been working on a new OJCF logo and a presentation has been prepared to present the logo designs to the Board. Yoni Freedhoff, Chair of the Marketing Committee, introduced the graphic designer, Lisa Rickenbacher from McMillan Design who worked on developing the logo based on the criteria of the marketing matrix. Lisa presented a five (5) minute PowerPoint presentation followed by a brief Q&A.

Lisa's Comments

- The logo can be used with or without the organization name
- The logo design is post modern which incorporates both new and old
- The design contains classic Jewish elements
- The font type is easy to read for all ages
- The design can be easily used in different mediums such as on printed materials, website, posters, etc. and is a strong identity that will stand out clearly

Yoni commented that after the meeting he will re-circulate the logo designs along with a survey for Board members to provide feedback once everyone has had enough time to absorb what's been presented. Yoni added that the logos presented are endorsed by the Marketing Committee.

The Board engaged in a general discussion about the presentation and had the opportunity to ask Lisa questions. In response to questions raised, Lisa commented that the partial Star of David design does make the acronym more prominent than with the full Star of David. The graphic balance between the two designs is different but either is acceptable. Lisa was asked to revisit the designs to see if the Star of David could be resized as an alternative between the two designs.

APPROVAL OF MINUTES:

A motion was made to approve the May 16, 2011 minutes of the Board and was approved unanimously by the members of the Board.

A motion was made to approve the June 16, 2011 special minutes of the Board and was approved unanimously by the members of the Board.

BUSINESS ARISING FROM THE MINUTES OF MAY 16TH, 2011:

Update on Action Issues

Board Solicitations: Jared to review the status of the Board solicitations with Harold to determine if all Board members have been contacted (by Harold) and have made a solidarity gift to the OJCF.

CFM: Richard commented that a meeting with the members of the collaborative model task force and the heads of the JFO campaign (Mike Landau, Susan Viner-Vered, Debbie Weiss and Mitchell Bellman) will be set up in the next week or two. Jared commented that a draft strategic development plan is pending Mitchell Bellman's review before circulation to the OJCF and JFO Boards. It was agreed that the strategic development plan will be circulated after the joint task force meeting or by the end of next week at the latest.

Book of Life Initiative: Richard announced that Harold has confirmed to take leadership of the Book of Life initiative. Harold commented that he is in the process of recruiting committee members to help with the initiative (with Jared's assistance). It was noted that the goal is to have the first book signing launch at the next Annual General Meeting.

PRESIDENT'S REPORT:

A report prepared by Jared was circulated to the Board prior to the meeting. Jared commented on the two day training seminar he participated in this past July on multi-generational philanthropy in partnership with Andrea and Charles Bronfman 21/64 Foundation and the Jewish Federations of North America. Jared volunteered to share the program details including the training opportunities ahead for lay volunteers within the program.

2011 BUSINESS PLAN REVIEW:

A report summarizing the progress of the 2011 Business Plan targets to-date was circulated to the Board prior to the meeting. Board members were given the opportunity to put forth questions and/or comments pertaining to the report.

Jared commented that the review reveals a need to focus our energy on the fundraising goals. The following are goals Jared will be working on in the coming months:

- Development of outreach tools such as the Women's Collective Endowment Fund, Fundraising Committee activities/events, legacy challenge, etc.
- Increasing the connection between the OJCF staff and the JFO campaign
- Follow up with Board members on possible leads for which he can begin cultivating donor relationships with (through Board member connections).
- Integrating a follow-up plan to upcoming OJCF events as part of the event timeline
- Work on the Book of Life initiative as a marketing and donor cultivation tool
- Invigorate the CJL program in reaching out to specific local agencies in working with them to develop an endowment planned giving that benefits the agencies or programs in the community.

Jared commented that the CJL program outreach to the local synagogues was not as successful as originally hoped and anticipated. It was noted that the staff vacancy has had an impact on the mid-year results and that Jared and Richard have coordinated weekly calls to discuss and move items forward.

Richard commented that the joint task force is working with the JFO to incorporate training to campaign canvassers on planned giving for the upcoming campaign window.

CASH GIFTS REPORT:

The Cash Gifts Report for July 2011 was circulated to the Board prior to the meeting. Board members were given the opportunity to put forth comments and/or questions. A typo was identified on the report; "Total Jul/11" at the bottom of the page (separate row) should have read "Total Jul/10". It was suggested that a new column be added to record all money received for third party managed funds.

6 MONTH BUDGET REVIEW:

A Financial Expense Report summarizing the current status of the Foundation's financial results compared to the budget for the 6 months ending June 30, 2011, as well as the projected forecast for the full year was circulated to the Board prior to the meeting. Board members were given the opportunity to put forth questions and/or comments pertaining to the report.

INVESTMENT UPDATE:

Various investment reports were circulated to the Board prior to the meeting. Board members were given the opportunity to put forth comments and/or questions, which were answered satisfactorily.

Donor Outreach: Richard commented that the Board should consider what kind of donor outreach the OJCF will need to undertake to notify its members of its investment strategy. The consensus of the Board was in favour of advising the members of the investment changes and direction and in explaining the purpose and reasoning of the strategy.

A sub-group was appointed to discuss an action plan on how and when to deliver the message for the new strategy including whether the message should be delivered before or after the Board's approval (if an alternative strategy is recommended by the Investment Committee).

Richard volunteered to lead the sub-group and recruit members. The following Board members volunteered to assist Richard: Mark Shabinsky and Lynne Oreck-Wener.

NEW BUSINESS:

Staff and Members List: A Members and Staff list for the 2011-2012 Board calendar year (including the OJCF committees and its respective leadership) was circulated to the Board prior to the meeting.

A motion was proposed to approve the membership of the standing and ad hoc committees as presented and was approved unanimously by the Board.

Power Breakfast Event: Eddy commented on the upcoming 1st ever Power Breakfast event for the Foundation to held on October 18th, 2011. Event details have been circulated via email to various donors and the OJCF Board. Some Board members acknowledged not having received the event details. The guest speaker arranged for the event is Richard Kluska from Canaccord Wealth Management. Richard will speak on maximizing estate objectives and optimizing tax planning. The goal is to confirm 150 people to attend the event. Eddy suggested and encouraged Board members to sponsor a table for a total cost of \$100 (\$10 @ 10 people per table).

Richard commented that he has volunteered to sponsor a table and plans on inviting the OJCF Past Chairs as his guests. The event topic ties into the Legacy Challenge which has been established to assist donors with the professional fees to leave a legacy to the OJCF in their will. To recruit people for the event, Board members were asked to assist the Fundraising Committee with making some phone calls from the list of invited donors. Board members were also encouraged to invite his/her friends, colleagues, etc. to the event.

G.J. Cooper Scholarship Committee: Richard commented that the Scholarship Committee needs to be constituted for this year's selection process. Yoni Freedhoff volunteered to Chair the committee this year. Shelley Appleby-Ostroff, Steve Lesh, Mark Shabinsky and Harold Feder volunteered to participate on the committee with Yoni.

Board Retreat: Jared commented that a date has been pre-selected for the next Board Retreat on Wednesday March 7th, 2012. The retreat will begin at 12 noon until approximately 5 p.m. Historically, scheduling a Retreat early March in the afternoon worked best for everyone. Board members are welcome to provide feedback from last year's Retreat to Jared or Francine as soon as possible. In the coming months an agenda will be drafted and complete details will be shared with the Board prior to the Retreat. Richard suggested circulating the most recent Retreat summary to the new Board members for reference.

Board Handbook: Richard encouraged Board members to utilize the Board Handbook which can be viewed on the OJCF website under the "resource tab". Board members are welcome to provide comments and/or suggestions pertaining to the contents of the handbook to Francine.

Agency Presentations: Richard commented that an agency presentation was scheduled for today's meeting but has been postponed to a future meeting due to the number of agenda items needing to be covered. A copy of the agency presentations for the coming year was circulated to the Board prior to the meeting. On behalf of the Vered Israel Cultural Centre, details on an upcoming Theatre Production at the NAC was distributed to Board members.

COMMITTEE UPDATES:

Women's Philanthropy: Lynne commented that the Women's Philanthropy Committee is coordinating an event via email for November 2nd, 2011 known as the "Pearls of Wisdom". Money will be raised through the sales of custom designed jewellery where a percentage of the sales will be given to the OJCF Women's Collective Endowment Fund. The event will consist of series of panel clinics pertaining to women's mental health.

B'nai Mitzvah: Jared commented that he is meeting with Lenora (Chair) next week to discuss the b'nai mitzvah solicitations. Lenora has recruited 4 members to assist her with the calls and they are committed to completing the calls on the 2011 list before the high holidays.

OTHER BUSINESS:

Richard reminded the members of the upcoming Board Orientation/BBQ at his residence on Sunday September 18th at 4:30 p.m.

Richard commented that a Board Self Evaluation Survey will be circulated in the coming week to last year's Board members to collect feedback on the past year's experiences. The feedback will be shared at the upcoming Board Orientation.

IN CAMERA SESSION:

Richard excused Staff members from the meeting at 6:40 p.m. as Board members entered an in-camera session.

ADJOURNMENT:

The meeting was adjourned at 6:48 p.m.