



## 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 February 16, 2010 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:** Harold Feder (Chair), Ken Ages, Eddy Cook, Yoni Freedhoff, Roger Greenberg, Steve Lesh, Ingrid Levitz, Chuck Merovitz, Mark Shabinsky, Pam Stelcner, Gilad Vered

**APOLOGIES:** Len Farber, Michael Landau, Richard Roth, Judah Silverman, Lynne Oreck-Wener, Lenora Zelikovitz

**INVITED**

**GUEST:** Jeff Miller (GGFL)

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

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

Harold thanked everyone for attending and called the meeting to order at 4:30 p.m.

Harold introduced Barry Sohn and Maxine Miska from the Soloway Jewish Community Centre and thanked them for joining the meeting to make an agency presentation to the members of the Board.

**Soloway Jewish Community Centre**

Barry and Maxine made a 20 minute presentation including Q&A on current and future activities and projects.

**APPROVAL OF MINUTES:**

A motion was made to approve the November 23<sup>rd</sup>, 2009 minutes and it was approved unanimously by the members of the Board.

**BUSINESS ARISING FROM THE MINUTES OF NOVEMBER 23<sup>RD</sup>, 2009:**

**2010 Business Plan:** A revised version of the proposed 2010 Business Plan was circulated to the Board prior to the meeting.

A motion was put forth to approve the amended Business Plan as presented and it was approved unanimously by the members of the Board.

Board Retreat: Jared reconfirmed that the OJCF Board Retreat is scheduled for March 9<sup>th</sup>, 2010 and announced that Ingrid Levitz has graciously volunteered to host the 1<sup>st</sup> annual Board Retreat at her residence. Jared commented that the retreat will begin around 12 noon and will go until about 5:30 p.m. A lunch will be provided. Board members were asked to forward Francine their availability for this date to reconfirm the anticipated attendance. It was noted that an agenda and materials will be circulated in advance of the retreat.

**INTERACTIVE BOARD DISCUSSION:**

A memo on the subject of “Create a Jewish Legacy” was circulated to the Board prior to the meeting. Jared initiated the discussion by highlighting the purpose of the legacy program, as well as how the OJCF could implement the program by using best practices shared by other communities.

Board member thoughts/comments

- Good idea/concept
- Will help the OJCF get focus in its direction and to enhance its exposure within the community
- It’s a universal program that will be attractive to donors
- The program gives the opportunity for the OJCF to work with agencies and synagogues
- Helps with reaching out to existing donors as well as potential donors
- Has potential to enhance fundraising initiatives

**PRESIDENT’S REPORT:**

A report prepared by Jack was circulated to the Board prior to the meeting. Jared commented that the launch of the new OJCF website is anticipated for the end of March/early April. Board members were given the opportunity to put forth questions and/or comments pertaining to the Report.

**CAPITAL INCREMENT REPORT:**

The Capital Increment Report as of December 2009 was circulated to the Board prior to the meeting. Shelley pointed out that the total for 2008 is higher due to a large CEC payment that was received in December of 2008.

Board members were given the opportunity to put forth questions pertaining to the Report.

**2009 YEAR END REVIEW AND INVESTMENT COMMITTEE UPDATE:**

On Richard Roth’s behalf, Mark reviewed the investment materials circulated to the Board prior to the meeting. Mark commented on the positive year end result of 13.8%, which was slightly above benchmark. Board members were given the opportunity to put forth questions pertaining to the investment Reports. Board members were satisfied with the material provided.

It was noted that the I3 Portfolio Report is not posted on the OJCF website and a comment was put forth questioning why the year-end investment results are not posted. A suggestion was made to research what other community foundations are sharing on their websites regarding financials and to revisit the subject again at the next Board meeting.

**Action: Francine to research what other community foundations are sharing on their websites and report the findings at the next Board meeting.**

Ken highlighted the concept behind the recommended bond strategy and changes to the Investment Policy Statement. Ken commented that the recommendations presented are supported by the Investment and Executive committees.

A motion was put forth to approve the bond strategy (50/50 active/fixed) and the changes to the Investment Policy Statement as presented and it was approved unanimously by the members of the Board.

**ALLOCATION FOR 2009:**

A 2009 Allocation Planning Report was circulated to the Board prior to the meeting. Harold commented that the Executive Committee is in support of a 3.5% distribution of the average capital for the 2009 allocations.

A motion was proposed to approve an allocation of 3.5% of the average capital for the year ending December 31<sup>st</sup>, 2009 and it was approved unanimously by the members of the Board.

A motion was proposed to approve that the undesignated funds for the year ending December 31<sup>st</sup>, 2009 be distributed to the Jewish Federation of Ottawa (JFO) and it was approved unanimously by the members of the Board.

**NEW BUSINESS:**

OJCF By-law amendments: A memo on the subject of a “smaller working Board” with supporting documentation and a copy of the OJCF By-laws with the recommended changes outlined was circulated to the Board prior to the meeting.

Harold reviewed the materials with the Board and commented that the Board Development Committee will be meeting soon to review the membership of the Board in preparation of the upcoming election of the Directors and Officers at the AGM. Roger asked Board members to contact him electronically or by phone to advise of his/her interest to stay on with the OJCF for the coming year.

A motion was put forth to approve the concept of a “smaller working Board” and the proposed changes to the OJCF By-laws, as presented, implementing the reduction in Board membership from 18 to 10 members and the elimination of the Executive Committee. The motion was approved with one dissented vote.

Women’s Philanthropy: A memo from Lynne Oreck-Wener outlining the women’s philanthropy initiative was circulated to the Board prior to the meeting. Jared commented that a women’s philanthropy committee under Lynne Oreck Wener’s leadership is being established as one of the fundraising initiatives of the 2010 Business plan. Board members were asked to forward to Lynne or Jared any recommendations he/she may have for a female individual that would be a good candidate to start the women’s philanthropy fund as the founder to kick-start the initiative.

Board members were given the opportunity to put forth questions and/or comments pertaining to the memo circulated.

Fundraising Committee: Jared reported that a Fundraising Committee is in the process of being established that will monitor the fundraising initiatives of the OJCF in collaboration with the 2010 Business plan and five year Strategic Plan. The committee will have a key role in the development and pursuit of the fundraising goals ensuring that the targeted dates, goals and fundraising dollars are being achieved. The committee will also be working with other committees such as the women's philanthropy committee. Jared and Harold are working on solidifying leadership for the new committee.

**COMMITTEE UPDATES:**

Marketing Committee: Ingrid commented that moving forward with an OJCF event as noted in the committee update report could be postponed temporarily or predicated based on their availability. In the meantime, the Marketing Committee recommends focusing on establishing a solid community based message for the OJCF in conjunction with the collaborative fundraising model, which could complement the launch of an event such as the one featuring Charles Bronfman and Jeffrey Solomon on "The Art of Giving".

B'nai Mitzvah Committee: Jared commented that to further expand the B'nai Mitzvah program, Lenora Zelikovitz has volunteered to Chair the B'nai Mitzvah Committee. The committee will be focusing on engaging and educating the B'nai Mitzvah fund holders, as well as the active solicitations of children with upcoming Bar and Bat Mitzvahs; a task in which has been driven by the Board of Directors for the past couple of years. The committee will be looking at best practices from similar teen oriented programs among other communities as a valuable resource for moving the B'nai Tzedek program forward.

OJCF/JFO Collaborative Committee: Harold reported that a meeting took place on February 3<sup>rd</sup> and a menu of community needs broken down by theme, category, annual costs and endowment costs was discussed. The "menu of opportunities", once developed, is going to be a valuable resource tool for the OJCF fundraising committee and the women's philanthropy committee to develop specific targeted endowment initiatives with particular goals that are consistent with the community needs assessment that is generated from the JFO allocation process.

Harold commented that the OJCF's participation in the collaborative fundraising model does not require any fundamental changes from the OJCF or in its operations. The CFM is simply providing the OJCF with tools and resources that help the OJCF to do things better.

The other piece of the CFM is the donor relationship managers, which are specific individuals assigned to targeted donors who can potentially be giving to the OJCF and are canvassing the donor's interests. With these tools, the OJCF will be able to move forward with being a more proactive organization in engaging with its donor base and fulfilling their charitable objectives.

A suggestion was made to summarize the Create a Jewish Legacy and the Collaborative Fundraising Model into a one page memo that defines the responsibilities, expectations and targeted measurable for success. An agreement should be accepted and signed by both organizations to solidify commitments by both parties.

**OTHER BUSINESS:**

Harold announced that Foundation Day will be celebrated this year in the local shuls on Tuesday, April 6<sup>th</sup>, the 8<sup>th</sup> day of Passover. Harold commented that the OJCF offers to the participating shuls to sponsor kiddish on that day and where possible, the OJCF will be looking for volunteers from the Board to represent the OJCF in saying a few words to the congregants.

**GOOD AND WELFARE:**

Harold noted that Brian Williams during the Vancouver Olympics opening ceremonies broadcast mentioned that Paul Henderson and Darryl Sittler were on a good will hockey tournament tour in Israel along with a team from Ottawa. There was additional press coverage of the tournament and offered a great perspective of Israel to all Canadians.

**ADJOURNMENT:**

A motion was made to adjourn the meeting at 5:55 p.m. and it was approved unanimously by the members of the Board.