

# Shoreshim Member Meeting – 6/7/2020

Amy Joyce called the meeting to order at 11:08 am virtually on Zoom.

Those present included: Barry Bleiweis, Judy Bleiweis, Jerry Gordon, Nancy Gordon, Amy Joyce, Fran Freedman, Bob Schnapp, Sam Harahan, Eileen Harahan, Deb Kamins, Ilona Kirzhner, Sue Goldfedder, Pam Light, Rini Feil, Robin Feldman, Damon Feldman, Janna Kirr, Steve Canner, Sharon Canner, Kari Uman, Larry Uman, Lindsey Iacovino, Tina Rosenthal, Rey Aponte, Hope Aponte, Allan Hoffman, Martin Brickel, Barbara Brickel, Lauren Gordon, Deb Steppel, Lynn Lilienthal, Susie Schmuckler, Lou Schmuckler, Judy Barokas, Sharon Singer, Ted Stewart, and Shana Spiegel, Jenny Garfinkle, Andy Gluck, Yvette Gluck, Allan Hoffman, Jane Hull and John Hull.

1. Welcome (Amy Joyce / Deb Kamins)
  - a. Welcome to Virtual 2020 Member meeting.
  - b. Moment of silence for George Floyd and people harmed in our country by police brutality.
  - c. Accomplishments for this year
    - i. Marketing and Strategy Plan
      1. Brought in Rabbi Ben Shalva for more events
      2. Hired Marianne Meyer for admin, social and media presence
      3. Redesigned web site
      4. More advertising
      5. Added more events for a wider audience
      6. Strengthened and formalized membership process and follow-up
    - ii. Moved forward even with COVID-19 as a community
    - iii. Transitioned Hebrew School to once a month Hebrew Club format; have 2 kids graduating this year
2. High Holidays (Eileen Harahan)
  - a. Clearly will be different this year but we will be having them, probably in a virtual “zoom” format.
  - b. Started planning in April instead of waiting until August so as of now we have the 4 service chairs; 2 people who are learning how to chant for Torah service. On the myriad of other aspects, we’re not sure exactly what we are going to do yet ... waiting until closer to see what makes sense. We have the sanctuary at St. Anne’s for all four HH services (only allows 50 people there at a time); most likely scenario is to Zoom services from sanctuary. St. Anne’s is working on live streaming. Will seek to make everyone comfortable.
  - c. Kol Nidre (Kari) – won’t have Kol Nodnick Choir this year. May just have Kari, Deb, and Hannah at St. Anne’s to sing together. May have a recording of Kol Nidre solo version. We don’t have last year’s taped Kol Nidre service portion; if anyone has a tape of a Shoreshim Kol Nidre choir, please contact the Board. Deb Steppel has Shofar blowing recorded.
3. Summer Plans (Hope Aponte / Nancy Gordon)

- a. 3 Zoom Shabbat Services are planned with Rabbi Ben Shalva – 2nd Friday night of the month - June 12, July 10, August 14.
  - b. June 25 – Nancy will lead a Zoom discussion on “Unorthodox” Series on Netflix.
  - c. Sunday, July 26 – Zoom formatted Coffee and Conversation with Rabbi Ben Shalva on topic: “Wrestling with our belief in God”.
  - d. Sunday, August 23 – Zoom formatted Coffee and Conversation with Rabbi Ben Shalva on topic: “Tuning up our inner spirit for the High Holidays”.
  - e. Deb Steppel noted she often receives links to on-line Jewish themed educational opportunities that she can share. Amy Joyce noted we’d need a volunteer go thru all the stuff that people send. Tina Rosenthal said she can work with Marianne Meyer on compiling and sending out such materials once a month in some type of newsletter format, possibly also putting like information on the Shoreshim web site too. Thanks Tina!
  - f. Hope continued her report noting that there is also the opportunity for interested Shoreshim members to convene discussions on contemporary or social issues on Zoom. Same with movies or Netflix series. Deb suggested one on “Black Lives Matter and George Floyd” – many gave a “thumbs up” that they were interested.
  - g. Maybe do once a month lunch or cocktail party on Zoom.
  - h. E-mail Hope and Nancy any ideas on programs that you have.
4. Hebrew School (Ilona Kirchner / Rini Feil)
- a. Continuing to have the once a month Hebrew club. Rini noted that the kids age ranges from pre-school to 6<sup>th</sup> grade so challenging to have programs that interest all ages. This school year we had 7 kids, 2 are graduating. Parents are volunteering also.
  - b. Send Rini any ideas you have on stuff they can do or how to get more members.
  - c. Graduation – Ilona noted parents wanted to do something outside. Graduation committee will meet on 11 June to make a final decision on what to do. At a minimum, the Community could do a drive by car parade for the 2 graduates (Lenski and Ellie). Ilona will send out additional information when decision is made.
  - d. Damon Feldman volunteered to take on Marketing for the Club.
5. Retreat (Sam and Eileen Harahan)
- a. Secured Claggett Center for 14 Nov.; Rabbi Shalva will lead our afternoon program. Planning Committee will try to address dietary preferences.
  - b. Need a volunteer to take the lead on logistical support for program.
6. Membership Update (Jane Hull / Susie Schmuckler)
- a. Working on expanding membership and want existing members to reach out to them if any members know families that may be interested.
  - b. Have a list of potential members and invite them to our events, along with emailing back and forth to set up a dialog and relationship. Want to do potluck dinners with old members and new members.
  - c. The Board, Marianne Meyer, and our marketing consultant’s work this past year to update website and marketing also helped.

- d. Changing specific e-mail address for Membership Committee; please direct ideas and information to [newmemberinfo@restonshoreshim.org](mailto:newmemberinfo@restonshoreshim.org).
  - e. Trying to find ways to bring community together in these times. Idea to go to picnic tables (or bring your own chair) and bring your own food so we could meet up while being socially distanced. Lindsey Iacovino volunteered her big back yard to host smaller group Shoreshim gatherings.
7. Shoreshim Jewish Community Website (Deb Kamins /Amy Joyce)
- a. Need new pictures. If you have ideas or suggestions, send to Board ([board@restonshoreshim.org](mailto:board@restonshoreshim.org)), along with photos.
8. Marianne Meyer (part time admin/social media staff person) update (Deb Kamins /Amy Joyce)
- a. This was a first ever new hire and she's doing a great job. Doing more social media. Have started some Facebook and Twitter.
  - b. Marianne will send out evites when people send the copy/material to her.
  - c. Let Amy/Deb know if there are other things that we need Marianne to do. Hope said they have a Shabbat service coming up Friday June 12; could Marianne or someone send notification to everyone? She observed that for some events we've done advertising.
  - d. Deb noted that Shoreshim has 2 Facebook pages, one closed to non-members, and one open. Amy added that there will be a lot of focus on this and the web site for next year. Sharon Price and Deb Kamins will be working with Marianne on social media. Deb recalled that there is also a Shoreshim Hebrew School Facebook page.
  - e. Will need to have someone else be an administrator on Zoom if Barry is not around this summer for some of these meetings. Kari also has a Zoom account that she's happy to use. Hope asked to be included in the conversations about perhaps using Marianne Meyer, our admin person, as an alternate Shoreshim Zoom administrator.
9. Closet / Cornerstones / A Simple Gesture Updates
- a. Closet (Amy Joyce / Steve Canner)
    - i. Open for drop-offs this week. Contactless with one-way
    - ii. Open for sales beginning this next week
    - iii. They have done a lot on cleaning, organizing, and remodeling. Temp taken when you go in and you have to have a mask on
  - b. Embry Rucker Homeless Shelter Event this week (Amy Joyce)
    - i. Drop off dinner, some spots still available for food drop off or monetary donations
  - c. Cornerstones (Steve Canner)
    - i. Can send a check. If you mark it specifically for food pantry, it will be used for that
  - d. A Simple Gesture (Bob Schnapp)
    - i. Over 1250 members. 61 driving routes this past pick up June 4

- ii. About 29,000 lbs of food were donated to area food pantries by The Green Bag program at the recent June 4 pick up, which is 1/3 more than was donated in February
- iii. Will put pictures on e-mail he sends out
- iv. We received 3 Large financial donations this past year to Shoreshim's Green Bag initiative: from St. Anne's Church, from Expectations Church (Fairfax), and from The Closet

#### 10. 2020-2021 Planning

- a. Calendar (Sam Harahan)
  - i. Full year Fall 2020-through June 2021 Shoreshim program event calendar was sent out to all members with the Annual meeting Agenda
  - ii. Rabbi Ben Shalva has been engaged for many services this coming fall and beyond
  - iii. Lake Anne Community Center and St. Anne's Episcopal Church are being reserved for facilities this coming program year
  - iv. Working closely with Jerry Gordon who, in concert with Eileen Harahan and Rini Feil, will be Event Committee in the fall
- b. Budget (Barry Bleiweis)
  - i. We decided to keep dues at \$325 instead of raising it because of the pandemic for this year. Higher base dues rate of \$425 will take effect for 2021-22 program year
  - ii. Membership sign-up – Early Bird discount expires June 15<sup>th</sup>. Send back form with event choices and mark up any changes for directory
  - iii. In light of Covid 19 needs, Shoreshim made a special \$5,000 donation this Spring to Cornerstones
  - iv. Banner year for General Fund last year donations (over \$9,000 which is more than ever). Forecasted less for this next year because of pandemic and remote "Zoom" engagement issues
  - v. Cut back funds projected for a number of budget categories that we think will be affected by COVID-19 issues. A Simple Gesture direct Shoreshim projected support we are leaving at \$500 right now
  - vi. Purchased 3 CDs in June 2019 that we have received interest on
  - vii. We project operating at about a 12% loss for this next year dipping into reserve, but it seems like this is the time to do it
  - viii. For the current fiscal year, we should come very close to break even for expenses and income
  - ix. Members raised questions about Holiday and Program Expense difference. Barry explained that money to support events is under each of the categories. Deb buys supplies throughout year which goes under its own category (Event Supplies). Events is under Shabbat, but Rabbi is under the speaker category
  - x. Sam made a motion to approve the budget, which Susie Schmuckler seconded. Unanimously approved
  - xi. This is Barry's last year as Treasurer (2020-2021)

- c. Board Member positions
  - i. President – Amy Joyce. Amy committed to doing the President one more year due to COVID-19 and Marianne. Ilona said she would be Co-President IN TRAINING for this year. Thanks Ilona!
  - ii. Treasurer – Barry Bleiweis / Jenny Garfinkle. This is Barry’s last year as Treasurer
  - iii. Secretary – Susan Goldfedder
  - iv. Membership – Jane Hull / Susie Schmuckler
  - v. Events – Eileen Harahan / Jerry Gordon / Rini Feil
  - vi. Hebrew School Liaison – **Open**
  - vii. At Large – Deb Kamins / Sharon Singer (Social Media / Marketing focus) / Fran Freedman
  - viii. Thank you so much to Deb Kamins who served as Co-President and Sam Harahan who served as Events Committee lead, and to Ilona Kirzhner who was Hebrew School Liaison!
  - ix. Sam made a motion to approve the Board, which Susie Schmuckler seconded. It was unanimously approved
  - x. Would like a “Sunshine Person” who is point person if someone needs help, condolences or has a baby, etc. Robin Feldman said she’d be willing to volunteer for this position
  - xi. Lots of thanks to Amy for being willing to be President another year!

#### 11. Open Discussion

- a. Damon wanted to know about plans to promote Hebrew Club. Still need a Hebrew School Liaison who can help to work this. Damon said he could do social media aspect of it.
- b. Madeline Steppel said that she and Avi had a great Hebrew School experience but when they got into teens, there wasn’t anything. They joined a club for Northern VA High Schools (NCSY) that really helped with that. They are cutting the program unless they can come up with money to keep it going, which they could match. Looking for \$30,000 if anyone can donate. Deb asked her to send an email to members on what they do and what they need. Link is [bit.ly/NOVAJSU](http://bit.ly/NOVAJSU).
- c. Congratulations to Madeline Steppel, Logan Goldfedder, and Alyssa Spar on graduating High School!
- d. Barry asked for any expenses to be submitted to him ASAP so he can close the books for 1 July.
- e. ShMem#2020 is the password for the web site.

The meeting was adjourned following a motion at 1:16 pm. On-line Chat conversation is included below after proposed budget. These minutes are submitted by Susan Goldfedder, Secretary, June 7, 2020.

<b>SHORESHIM INC. 2020-2021 Budget</b>				
<b>Fiscal Year Ending 6/30/2021</b>				
<b>UNAUDITED</b>				
		Year to Date	ANNUAL BUDGET	
		5/28/2020	2019-2020	2020-2021
<b>REVENUE</b>				
	Amazon Smile Donat.	0.00	50.00	25.00
	Dues (48 families, 68 members)	20,900.00	22,000.00	
	Dues 2020-2021	1,791.00	0.00	21,050.00
	General Fund Donat.	9,339.56	7,500.00	5,000.00
	Interest	1,085.82	20.00	500.00
	Retreat 1 day	1,450.00	1,500.00	1,500.00
	School - Books	0.00	0.00	0.00
	School - Tuition (5 children)	1,050.00	900.00	750.00
	Torah Fund (6939)	238.00	0.00	0.00
	Tzedukah Fund (6939)	1,148.81	0.00	0.00
	<b>TOTAL REVENUE</b>	<b>37,003.19</b>	<b>31,970.00</b>	<b>28,825.00</b>
<b>EXPENSES</b>				
<b>ADMINISTRATION</b>				
	Advt & Marketing	1,368.75	5,000.00	2,000.00
	Communications & Web Rental	139.13	150.00	700.00
	Consulting Fees & Admin Support Salary	7,293.00	5,000.00	6,000.00
	Insurance	1,976.00	2,000.00	2,000.00
	Office Supplies, Sw, Postage, Bank Fees	245.84	500.00	250.00
	PO Box Rental	216.00	210.00	220.00
		<b>11,238.72</b>	<b>12,860.00</b>	<b>11,170.00</b>
<b>HOLIDAYS</b>				
	Hanukah	127.12	400.00	200.00
	High Holidays	3,905.68	2,500.00	3,000.00
	Lag B'Omer	0.00	150.00	150.00
	Passover	0.00	300.00	300.00
	Purim	224.98	400.00	300.00
	Shabbat (5)	295.29	500.00	750.00
	Simchat Torah	69.78	150.00	150.00
	Tu B'Shevat	87.28	150.00	150.00
		<b>4,710.13</b>	<b>4,550.00</b>	<b>5,000.00</b>
<b>PROGRAM EXPENSES</b>				
	Adult Study & Teen Activities	158.92	200.00	200.00
	Community Meetings	268.62	300.00	300.00
	Donations - A Simple Gesture	500.00	500.00	500.00
	Donations - Cornerstones	5,000.00	1,000.00	1,000.00
	Donations - Other Tzedukah	3,505.00	1,500.00	1,500.00
	Event Supplies	134.94	100.00	150.00
	Jewish Funeral Committee Membership	125.00	125.00	125.00
	Rabbi & Speaker Fees (6 planned)	2,800.00	2,400.00	3,000.00
	Rentals RCC,HH,FCPA	2,479.00	3,400.00	3,400.00
	Retreat	2,453.89	1,500.00	2,500.00
		<b>17,425.37</b>	<b>11,025.00</b>	<b>12,675.00</b>

<b>SHORESHIM INC. 2020-2021 Budget</b>				
Fiscal Year Ending 6/30/2021				
UNAUDITED				
		Year to Date	ANNUAL BUDGET	
		5/28/2020	2019-2020	2020-2021
<b>SCHOOL EXPENSES</b>				
	Book Purchase	0.00	100.00	0.00
	Graduation & Mitzvah Gifts	168.10	100.00	100.00
	Salary - Teachers	1,570.80	11,000.00	2,000.00
	School Rental	1,000.00	1,000.00	1,000.00
	Snacks and Supplies	68.87	100.00	100.00
	Taxes - Payroll	125.65	1,000.00	200.00
		2,933.42	13,300.00	3,400.00
	<b>TOTAL EXPENSES</b>	<b>36,307.64</b>	<b>41,735.00</b>	<b>32,245.00</b>
	<b>SURPLUS (DEFICIENCY) OF REVENUES LESS EXPENSES</b>	<b>695.55</b>	<b>(9,765.00)</b>	<b>(3,420.00)</b>
	<b>Percentage of Revenues over Expenses</b>	<b>0.02</b>	<b>(0.31)</b>	<b>(0.12)</b>
<b>A SIMPLE GESTURE</b>				
	A Simple Gesture Contributions (6939)	7,262.00	0.00	0.00
	A Simple Gesture Expenses (6939)	4,884.33	3,500.00	3,500.00
		2,377.67	(3,500.00)	(3,500.00)
<b>SHORESHIM INC. BALANCE SHEET</b>				
Fiscal Year Ending 6/30/2021				
UNAUDITED				
<b>ASSETS</b>				
<b>CURRENT ASSETS</b>				
	Suntrust Checking-1873	13,664.36		
	Suntrust E-Donations -2561	1,003.17		
	Suntrust Money Market-9444	11,836.03		
	Suntrust Reserve Account-6939			
	A Simple Gesture (ASG)	7,588.62		
	Torah Fund	5,106.65		
	Tzedakah Fund	29.81		
	Suntrust CD 12 mnth 2.23%	10,222.99		
	Suntrust CD 18 mnth 2.24%	20,378.71		
	Suntrust CD 24 mnth 2.27%	25,479.79		
	Torah Retail Replacement Value (Per Oct 2018 Appraisal)	16,000.00		
	<b>TOTAL ASSETS</b>	<b>111,310.13</b>		
<b>LIABILITIES &amp; EQUITY</b>				
<b>CURRENT LIABILITIES</b>				
	Suntrust Credit Card-2802	0.00		
	Federal Withholding	0.06		
	FICA Matching	-63.62		
	FICA Withholding	-63.62		
	VA Withholding	0.00		
	<b>TOTAL LIABILITIES</b>	<b>-127.18</b>		
<b>MEMBERSHIP EQUITY</b>				
	Membership Equity	111,182.95		
	<b>TOTAL LIABILITIES AND MEMBERSHIP EQUITY</b>	<b>111,310.13</b>		