

Shoreshim Board Meeting – 1/14/2021

Amy Joyce called the meeting to order at 5:07 pm via Zoom. Those present included: Amy Joyce, Eileen Harahan, Deb Kamins, Barry Bleiweis, Sue Goldfedder, Jerry Gordon, Jane Hull, Fran Freedman, Rini Feil, Susie Schmuckler, and Sharon Singer.

1. Events Committee (Eileen)
 - a. Committee Assignments (2021).
 - i. Shavuot (5/14) – Scott Woldow, Celia Dallas, and Sharon Singer are the committee. Since it is on Zoom, that should be a good number.
 - ii. Purim (2/26) is just Stephanie (a new member). Rini said that she would help. Still trying to get in touch with the Glucks to see if they can be on the committee. **Action Item:** Eileen to continue to try calling / text the Gluck's to see if they will be on committee for Purim. **Action Item:** Rini to ask the Shushan's to see if they will be on the Purim committee.
 - b. In Person Reservations
 - i. Reston Community Center opens up to reserve space starting on Saturday, 13 March, for in person meetings.
 1. **Action Item:** Jerry to ask about the liquor permit as we have to re-validate that every year.
 - ii. Need to also talk to St. Anne's about dates.
 - c. Mid-Year Meeting – Sunday, January 24, from 11 – 1.
 - i. Invite.
 1. **Action Item:** Barry to schedule the Zoom invite and send to Deb to add to her e-mail invite.
 2. **Action Item:** Deb to send out a preliminary e-mail invite this weekend and then follow-up closer.
 - ii. All board members should call 3 members to remind them about the meeting. **Action Item:** Fran to send out to all Board Members the members they need to call to remind.
 - iii. Rough Agenda
 1. Welcome (Amy)
 2. Shoreshim Winter Festival (Amy)
 3. Shoreshim Draft Calendar (Eileen)
 4. Hebrew School Update (Rini)
 5. Membership Update (Susie/Jane)
 6. Website – Members Only Section (Amy)
 7. Social Media / Marketing Efforts (Amy)
 8. Current Status / Updates
 - a. The Closet
 - b. A Simple Gesture
 - c. Cornerstone
 9. Budget Update (Barry)

10. Shoreshim Board Openings

- a. Volunteers for any position?
- b. Barry is leaving so we need a new Treasurer.
- c. Co-President?

11. **Action Item:** Amy putting together the draft agenda and sending to Board for approval then will send to Deb to include in the invite.

- d. Need to get a Shoreshim Booklet Committee to go through all the booklets.
Action Item: Eileen to send to Amy a list of things she knows are missing from the service booklets.

2. Hebrew Club (Rini/Deb)

- a. Hebrew club meets weekly by Zoom to learn Hebrew, some Bible stories, and prayers (songs). Once a month the Zoom is focused on the nearest holiday and is open to others.
- b. The kids are very cooperative and attend on a regular basis.
- c. Hebrew teaching was started in small groups, but all kids are joining the younger group to have additional review and help them.
- d. **Action Item:** Amy to set up a meeting with Sharon, Rini, Deb, and Marianne to decide how to promote the monthly meetings that center around the holiday events.

3. Budget / Financials (Barry)

- a. Treasurer Report attached after the minutes.
- b. Insurance Issue for Torah is due. Insurance has been with Hartford; Barry called them to change the location to Barry's and they wanted to increase the price astronomically. Went back and forth and then they decided to keep the price the same (\$444), with a \$250 deductible.
 - i. Discussion if we want to self-insure. Appraised value of \$16,000. Move existing money into Torah Fund (\$5,400 there and move from our funds \$10,600 into reserve fund). Each year we would add 1-2% (\$320 each year) to that fund.
 - ii. Insurance is Fine Arts Liability Damage. Should pay for damage repairs. Insured while in transit.
 - iii. Voted on Self-Insuring - 7 voted No, 4 voted Yes, so motion to self-insure was denied and we will continue insurance on the Torah.
 - iv. **Action Item:** Amy is talking to another insurance company to see what their rate is and will also ask about the Fine Arts Liability Damage being added to the homeowner's insurance to see if that is cheaper.
- c. Moved \$500 for ASG into that account.

4. 2021 Focus for Marianne (Amy)

a. Newsletter.

- i. The January newsletter that was sent out earlier this month generated some nice e-mails and was well-received. Please continue to send suggestions for future editions and encourage others to do so.
- ii. The next newsletter will go out in early February. Trying to get out the first of the month.

b. E-Mail Accounts.

- i. The Updates@shoreshim.org account is generally used for sending out “official” notices. These emails will be archived on the Shoreshim Google drive.
- ii. mariannemeyer@comcast.net is her personal account for informal conversations; messages sent there remain on her home drive and would not be accessible in future.
- iii. To the extent that anyone wants to have materials preserved, the Updates account will live on in Shoreshim history, but it need not be a concern when a member sends an email to one account or another - email will be read and replied to wherever it is sent.
- iv. When you send Marianne an email with a task to complete, please mark it “ACTION ITEM” and CC: Amy so she knows what Marianne is working on. If it is just for her information, mark as “FYI”.
- v. Marianne is removing herself from the Board e-mail list as that is a lot more e-mails she is getting and doesn’t know if she should be performing any actions on them.

c. Mailing Lists

- i. The Members Only list appears to be in good shape. Next up – working to clean up the list of Potential Members and other non-members whom we may want to contact in future.
- ii. Also needs to work on an Evite list this spring. Eileen is working with Marianne on that.

d. Branding

- i. There have been some issues on branding with Facebook, etc.
- ii. Marianne worked with her daughter (a graphic designer) to come up with some variations on the logo and social media banners and fonts.
- iii. Once we make a selection, they can be posted to our various platforms, creating a consistent brand. Colors could be rotated periodically, to keep things fresh. It can also be sent out to all the members.

e. Web Site

- i. It would be good to have a sense of what pages people do – and do not – visit, and what content they think is most valuable.
- ii. How can the Members Only section be more helpful?
- iii. Marianne will see if the password for the Members section can be changed to something that is easier to remember.

- iv. Working on making the home page to place more emphasis on Upcoming Events, like the Winter Festival.
 - v. Marianne is seeking to learn about the design elements of the software program so that she can improve the look of it (add new elements and rearrange content for maximum effect).
 - f. Life Cycle Events
 - i. Meeting on January 25 to discuss adding a new section to the web site that will chronicle Births and Deaths. Before the meeting, Marianne will work on a rough design of how the page might look.
 - g. Future Promotion
 - i. Marianne is working on updating and expanding our Google presence so that we can use the site for better exposure.
5. Shoreshim Winter Festival
- a. Event 1: Shared Legacies – 1/18
 - i. Kari invited Beth Emeth but just for the movie and not the discussion.
 - b. Event 2: American Muslim – 1/28
 - c. Event 3: Storytelling with Sharon – 1/12
 - d. Question on if it is open to non-members. Decided that we would prefer to do this as a community in safety and comfort (invite friends and family only), at least for the discussion portion. We will add to website and they can call if interested. **Action Item:** Susie and Jane will invite their short list of people they used for Challah to the Shoreshim Winter Festival events.
 - e. Other Events
 - i. Fran suggested a cooking class - Bringing Isreal Home – Event by a chef that you sign up for and it goes for 15 weeks and just started this week. **Action Item:** Fran to get more information on this and write up something. <https://vimeo.com/showcase/bringingisraelhome>
 - ii. **Action Item:** Amy to talk to her friend in Arlington to see if she can get her to do something.
6. Movie Club (Fran)
- a. American Muslim - Discussing American Muslim on 1/28. **Action Item:** Amy to send out information on the link, which should be sent out the week before.
 - b. Sent out 3 movies to everyone who signed up for the movie group. They will choose a date in February and the movie to see and send out to the membership.
7. Updates and Action Items
- a. All Board Members need to create a paragraph of their job responsibilities.
 - b. Other Events (Eileen)
 - i. Shabbat with Ben (1/15).
 - ii. Member Meeting (1/24).
 - iii. Tu B'Shevat Seder (1/31).

- c. Challah distribution for members. Tags are completed and Challah will be picked up from Great Harvest tomorrow morning; we got a volume discount. Only 1 person said that they won't be here. Added a couple former members. They will be delivered tomorrow.
 - d. Overabundance of e-mails - don't worry about sending a reply if you have nothing to add.
 - e. Open Forum
 - i. Nothing additional was brought up.
8. Recap of New Action Items – Responsibility and Timing
- a. **Next Steps / Action Item:** Eileen to continue to try calling / text the Gluck's to see if they will be on committee for Purim.
 - b. **Next Steps / Action Item:** Rini to ask the Shushan's if they will be on the Purim committee.
 - c. **Next Steps / Action Item:** Jerry to ask Reston Community Center about the liquor permit as we have to re-validate that every year.
 - d. **Next Steps / Action Item:** Barry to schedule the Zoom invite for the Member Meeting and send to Deb to add to her e-mail invite.
 - e. **Next Steps / Action Item:** Deb to send out a preliminary e-mail invite this weekend and then follow-up closer for the Member Meeting.
 - f. **Next Steps / Action Item:** Fran to send out to all Board Members the members they need to call to remind about the Member Meeting.
 - g. **Next Steps / Action Item:** Amy putting together the draft agenda for the Member meeting and sending to Board for approval and then to Deb to include in the e-mail invite.
 - h. **Next Steps / Action Item:** Eileen to send Amy a list of things she knows are missing from the service booklets.
 - i. **Next Steps / Action Item:** Amy to set up a meeting with Sharon, Rini, Deb, and Marianne to decide how to promote the monthly meetings that center around the holiday events.
 - j. **Next Steps / Action Item:** Amy is talking to another insurance company to see what their rate is for the Torah and will also ask about the Fine Arts Liability Damage being added to the homeowner's insurance to see if that is cheaper.
 - k. **Next Steps / Action Item:** Susie and Jane will invite their short list of people they used for Challah to the Shoshim Winter Festival events.
 - l. **Next Steps / Action Item:** Fran to get more information on Bringing Israel Home cooking and write up something to send to members.
 - m. **Next Steps / Action Item:** Amy to talk to her friend in Arlington to see if she can get her to do something for the Shoshim Winter Festival.
 - n. **Next Steps / Action Item:** Amy to send out information on the link for American Muslim, which should be sent out the week before discussing it.
9. Next Meeting – Tuesday, February 23rd at 5:00 pm.

The meeting was adjourned following a board motion at 6:51 pm. These minutes are submitted by Susan Goldfedder, Secretary, January 14, 2021.

SHORESHIM Jewish Community, Inc.
Treasurer's Report for December 2020
2020-2021 Budget

1/14/21

1-REVENUE

Amazon Smile Donat.
Dues 2020-21
General Fund Donat.
Interest
Retreat
School - Books
School - Tuition
Torah Fund (6939)
Tzedukah Fund (6939)
Accounts Receivable
TOTAL REVENUE

	2020-2021			
	ACTUAL THRU 1/14/2021	ANNUAL BUDGET		
		TOTAL		VARIANCE
	0.00	50.00	-50.00	0.0%
	17,434.56	22,000.00	-4,565.44	79.2%
	2,765.08	7,500.00	-4,734.92	36.9%
	682.14	20.78	661.36	3282.7%
	0.00	1,500.00	-1,500.00	0.0%
	0.00	0.00	0.00	0.0%
	595.65	900.00	-304.35	66.2%
	0.00	0.00	0.00	0.0%
	508.85	0.00	508.85	0.0%
	0.00	0.00	0.00	0.0%
	21,986.28	31,970.78	-9,984.50	68.8%

2-
EXPENSES

ADMINISTRATION

Advt & Marketing
Commun. & Web Rental
Consulting Fees & Admin. Support
Insurance
Office Supplies, Sw, Postage, Bank Fees, Misc
PO Box Rental

	652.00	5,000.00	4,348.00	13.0%
	94.44	150.00	55.56	63.0%
	3,146.00	5,000.00	1,854.00	62.9%
	1,450.00	2,000.00	550.00	72.5%
	154.75	500.00	345.25	31.0%
	0.00	210.00	210.00	0.0%
	5,497.19	12,860.00	7,362.81	42.7%

HOLIDAYS

Hanukah	0.00	400.00	400.00	0.0%
High Holidays incl Sukkot	2,897.39	2,500.00	-397.39	115.9%
Lag B'Omer	0.00	150.00	150.00	0.0%
Passover	0.00	300.00	300.00	0.0%
Purim	16.54	400.00	383.46	4.1%
Shabbat (5)	0.00	500.00	500.00	0.0%
Simchat Torah	0.00	150.00	150.00	0.0%
Tu B'Shevat	0.00	150.00	150.00	0.0%
	2,913.93	4,550.00	1,636.07	64.0%

PROGRAM EXPENSES

Adult Study & Teen Activities	0.00	200.00	200.00	0.0%
Community Meetings	0.00	300.00	300.00	0.0%
Donations - A Simple Gesture	500.00	500.00	0.00	100.0%
Donations - Cornerstones	0.00	1,000.00	1,000.00	0.0%
Donations - Other Tzedukah	270.00	1,500.00	1,230.00	18.0%
Event Supplies	0.00	100.00	100.00	0.0%
Jewish Funeral Committee Membership	0.00	125.00	125.00	0.0%
Rabbi & Speaker Fees (6 planned)	1,700.00	2,400.00	700.00	70.8%
Rentals RCC,HH,FCPA	0.00	3,400.00	3,400.00	0.0%
Retreat	165.00	1,500.00	1,335.00	11.0%
	2,635.00	11,025.00	8,390.00	23.9%

SCHOOL EXPENSES

Book Purchase	0.00	100.00	100.00	0.0%
Graduation & Mitzvah Gifts	44.60	100.00	55.40	44.6%
Salary - Teachers	0.00	11,000.00	11,000.00	0.0%
School Rental	0.00	1,000.00	1,000.00	0.0%
Snacks and Supplies	0.00	100.00	100.00	0.0%
Taxes - Payroll	1.48	1,000.00	998.52	0.1%

	46.08	13,300.00	13,253.92	0.3%
TOTAL EXPENSES	11,092.20	41,735.00	30,642.80	26.6%

<u>SURPLUS (DEFICIENCY) OF REVENUES LESS EXPENSES</u>	10,894.08	-9,764.22	20,658.30	-111.6%
<u>Percentage of Revenues over Expenses</u>	49.5%	-30.5%		

2-A SIMPLE GESTURE

A Simple Gesture Contributions (6939)	2,388.56	0.00	-2,388.56	0.0%
A Simple Gesture Expenses (6939)	2,042.52	3,500.00	1,457.48	58.4%

ASSETS

CURRENT ASSETS

Suntr Bus CHK-1873	21,330.41
Resv E-Donat CHK 2561	0.00
Resv-A Simp Gest (ASG) Fund 2561	7,773.66
Resv-Torah Fund 2561	5,107.25
Resv-Tzedakah Fund 2561	204.66
Suntr Bus Savings-6939	500.26
Suntr Money Market-SAV-9444	32,520.89
Suntr-CD 12 Month	10,225.82
Suntr-CD 18 Month	0.00
Suntr-CD 24 Month	25,868.31
TOTAL ASSETS	103,531.26

42	Families
59	Members

CURRENT LIABILITIES

Credit Card Accounts	
Suntrust Credit Card-8602	0.00
Other Liabilities	

Federal Withholding	0.06
FICA Matching	0.00
FICA Withholding	0.00
VA Withholding	0.00
TOTAL LIABILITIES	0.06