

# Shoreshim Jewish Community

## Mid-Year Meeting – 1/26/2020

Amy Joyce called the meeting to order at 10:25 am at the North Virginia Government Center in Reston, VA.

Those present included: Jerry Gordon, Nancy Gordon, Amy Joyce, Fran Freedman, Bob Schnapp, Sam Harahan, Eileen Harahan, Deb Kamins, Ilona Kirzhner, Sue Goldfedder, Sheila Barrett, Pam Light, Rini Fell, Robin Feldman, Damon Feldman, Janna Kirr, Steve Canner, Sharon Canner, Kari Uman, Larry Uman, Jane Hull, Lindsey Iacovino, Tina Rosenthal, Rey Aponte, Hope Aponte, Allan Hoffman, Martin Brickel, Barbara Brickel, Ted Stewart, and Shana Spiegel.

1. Welcome (Amy/Deb)
  - a. Lots of changes this year that has made a difference in Board members lives and will make a difference in the community.
    - i. New Committees – membership and activities committees
    - ii. Rabbi Ben who we've contracted with for 6 events
    - iii. Hired a part-time admin/marketing person
    - iv. Re-doing website
  - b. Challenge is in finding new members, especially those with children.
  - c. Shabbat service last week with over 60 people. Committee did a collection of Socks (or Bucks to buy and donate socks). Donated 147 pairs of socks
2. Review Capacity Partners Findings and Recommendations (Amy)
  - a. Developed recommendations for marketing strategy, community outreach strategy, and internal processes and strategies.
  - b. Proposed Marketing Strategy
    - i. Website redesign - same URL as previously. New first page is up, rest is being created. Should be finished some time in February
    - ii. May want to consider hiring a photographer as the pictures we have are not the best pixels. Need people to take pictures at events and then rotate them in
    - iii. Recommended doing a video. One was done at high holidays which needs to be gone through and updated. Robin said that Randy Cohen does this
    - iv. Digital Marketing
      1. Newsletter is on back burner
      2. Marianne is working on social media now
  - c. Proposed Community Outreach Strategy
    - i. Six recommendations
    - ii. University Outreach to get the students or adults. Need volunteers
    - iii. Build Events and Programs. Started a Special Events Committee – Hope and Nancy
    - iv. Build relationships with Journalists

- v. Consider hiring a full-time Rabbi or Admin. Decided not to hire a Rabbi, have Rabbi Ben for 6 events. Hired Marianne as Admin/Marketing
  - vi. Congressional Outreach - We are our own best advocate. Everyone needs to be marketing Shoreshim! A lot of people join based on recommendations. Discuss with people who you find out are Jewish
- d. Internal Processes and Strategy
  - i. Put together a new Membership Committee that is working. Jane will discuss later
  - ii. Technology. Having Marianne work on this to get in place.
- e. Outstanding items
  - i. Finish web site
  - ii. Marketing / Advertising piece
  - iii. Search engine optimization
  - iv. Dues pay option on website
- 3. Shoreshim Jewish Community Website (Amy)
  - a. Online dues payment section
  - b. Forms online
  - c. First page is up and rest is being worked on now
  - d. Will have a Members Only section
- 4. Administrative/Marketing Part Time Employee - Marianne (Deb/Amy)
  - a. Working an average of 20 hours per month
  - b. Discussed priorities
  - c. Working on a Twitter and Facebook plan for Outreach
    - i. @shoreshimva – twitter account
    - ii. Group is Shoreshim Jewish Community
    - iii. You can follow it, it's marked private, Marianne will approve
    - iv. Will set up guidelines
    - v. Should have been an email sent but no one got it. Amy to follow up
  - d. Use Marianne to help get the word out around events. If you want Marianne to send something, send it to Amy and Deb first for the next couple of months
  - e. First focus is basic housekeeping. Going to be trained on how to update the web site. Is working on updating lists
  - f. Example of what she has done already - Membership Committee had a list of potentials. She put together an automated method of sending out something that looks personal, so it is simplified
- 5. Hebrew School (Ilona/Rini)
  - a. Continuing to have the once a month Hebrew club. Went from three times a month to once a month. Two of them finish this year, so that makes 2 out of 6 that won't be there next year
  - b. Need to reach more children. Idea that every member invites a couple with school aged kids to the Shabbat on March 21<sup>st</sup> event at Walker Nature Center from 10-1, where Rabbi Ben will be there. Ilona drafted something that she will send to membership for everyone to forward on. Congregation also wants to

advertise the event because many people don't know Jewish families with children. Damon volunteered to help with committee

- c. Ideas
  - i. Starting a Mommy & Me class where we get younger people so that they will come and may put their kids in the Hebrew School when it is that time
  - ii. Marketing to the Jewish Community Center as a lot of people go there but they live here
  - iii. Need to keep inviting people
- 6. Closet / Cornerstones / A Simple Gesture Updates
  - a. Closet (Sheila)
    - i. Thank you to the people here that have volunteered
    - ii. Last year The Closet's sales was just under \$1M
      - 1. Gave away clothing and vouchers over \$100K
      - 2. Gave grants of over \$100K
      - 3. Gave scholarships of over \$30K
  - b. A Simple Gesture (Bob)
    - i. Collected over 310K pounds of food for about \$.5M
    - ii. Partnering with Hunters Woods School. Principle asked if they could fill 50 bags as it is their 50-year anniversary. Bags are taken to South Lakes. They get 15 carloads now and these additional 50 bags
    - iii. Bought a flag. Next flag will have Shoreshim on it to advertise more, along with the next set of bags
    - iv. 1200 donors on 62 routes
    - v. Applied to The Closet for a \$1,200 grant that was received
    - vi. For every \$1 spent, over \$30 of food goes to the pantry
    - vii. Sam said there is a lot of social media stories on this, so he asked if we can get Marianne to talk to Bob and create those stories
- 7. Activities Committee (Hope/Nancy)
  - a. Sign-up sheets to use to determine interest
  - b. Planned Anti-Defamation League (ADL) coming in for hate speech. Hunter Woods Community Center on Sunday, 1 March at 11:30. For parents and grandparents to help navigate schools and campuses. This program is for adults and will be conducted as a workshop. Open just to Shoreshim as it is limited to 30 people. Called "Words to Action"
  - c. Trip to Holocaust Museum in Richmond. Lots more exhibits. One family's story on how they survived. Carpool there on Saturday, 25 April. Tour at 11 and out by 1:30, then going to Jewish deli. No cost, they take donations
  - d. Ella Barnes just joined and would like to bring Israeli dancing. Hope reached out to a temple in the area and will find out mid-late Feb if we can do it then. \$10 per lesson. Instructor teaching dance for 20 years. Will be offered to Jewish community
  - e. Small groups – Mahjong, board games, discussion groups, Judaic (Jewish text), theater, movies, lunch

8. Membership Updates (Jane)
  - a. Getting interest and following up with people
  - b. Sending out invitations and telling them about the activities
  - c. Talking to old members who dropped out and seeing if they can be enticed back.  
Keeping up relationships
  - d. Starting pot luck dinner type of thing for new and old members to get people to connect
9. 2020-2021 Planning
  - a. Calendar (Sam)
    - i. Distributed calendar for next year. Got commitments from Rabbi Ben Shalva to lead some discussion groups, in addition to Shabbats. Board reviewed and approved.
    - ii. Retreat – going back to Clagget on Nov 14. A little more expensive as we are ordering off the catering menu. There is no room there right now for overnights
  - b. Budget (Barry)
    - i. On track for this year's budget
    - ii. Passed out projected budget for next year
    - iii. Added more programming and Admin Support to Consulting Fees line for Marianne's salary
    - iv. High holidays was higher due to security
    - v. Board approved raising dues as it has been the same for the last 10 plus years. Increasing to \$425 for first person, \$400 for second person, with a \$25 early discount. If anyone has a problem with the cost, please let us know and we can work with you on it
      1. Sam recommended we approve the dues increase. Ray seconded it. All approved with 3 abstains. Motion carried.
  - c. Board Member positions for 2020/21 (June-May)
    - i. Deb is leaving as Co-President but will remain as an At-Large person on the board
    - ii. Amy just completed 2 years as Co-President. Will stay for 1 more year if someone else steps up as Co-President
      1. New Bi-Laws, insurance, committees, consulting project, Admin/marketing hire, etc. so a lot of the heavy lifting and fundamental pieces has been done. Will be on-going work but lighter than the last few years
    - iii. Barry will remain as Treasurer, Susan will remain Secretary, Fran and Jerry are remaining At-Large
    - iv. Need Co-President, Events (2) and Hebrew School Liaison members. People need to step up!
10. Open Discussion
  - a. Liz Sedaghatfar's mom, Lillian Naar, passed away on Friday. Please remember them
  - b. Possibility of advertising with Real Estate companies

- c. We should do some type of newsletter so everyone can know everything that is going on. Marianne said she would send out an email when she has that data but not sure that would be a full newsletter. Maybe have an email go out to the members when something new is posted on the site. Ask if anyone is interested in doing this position or sending out the data

The meeting was adjourned following a motion at 12:57 pm. These minutes are submitted by Susan Goldfedder, Secretary, January 27, 2020.

## Treasurer's Report for December 2019

## 2019-2020 Budget

2019-2020			
ACTUAL THRU 1/13/2020	ANNUAL BUDGET		
	TOTAL	VARIANCE	

1-REVENUE

Amazon Smile Donat.	0.00	50.00	-50.00	0.0%
Cornerstones Donat. (2019 only)	0.00	0.00	0.00	0.0%
Dues	20,600.00	22,000.00	-1,400.00	93.6%
General Fund Donat.	9,321.56	7,500.00	1,821.56	124.3%
Interest	517.66	20.00	497.66	2588.3%
Retreat	1,450.00	1,500.00	-50.00	96.7%
School Fund Donat. (2019 only)	0.00	0.00	0.00	0.0%
School - Books	0.00	0.00	0.00	0.0%
School - Tuition	1,050.00	900.00	150.00	116.7%
Torah Fund (6939)	238.00	0.00	238.00	0.0%
Tzedukah Fund (6939)	373.81	0.00	373.81	0.0%
Accounts Receivable	0.00	0.00	0.00	0.0%
<b>TOTAL REVENUE</b>	<b>33,551.03</b>	<b>31,970.00</b>	<b>1,581.03</b>	<b>104.9%</b>

2-EXPENSESADMINISTRATION

Advt & Marketing	1,343.75	5,000.00	3,656.25	26.9%
Commun. & Web Rental	0.00	150.00	150.00	0.0%
Consulting Fees & Admin. Support	2,253.00	5,000.00	2,747.00	45.1%
Insurance	1,533.00	2,000.00	467.00	76.7%
Office Supplies, Sw, Postage, Bank Fees, Misc	220.84	500.00	279.16	44.2%
PO Box Rental	0.00	210.00	210.00	0.0%
	5,350.59	12,860.00	7,509.41	41.6%

HOLIDAYS

Hanukah	77.26	400.00	322.74	19.3%
High Holidays incl Sukkot	3,905.68	2,500.00	-1,405.68	156.2%
Lag B'Omer	0.00	150.00	150.00	0.0%
Passover	0.00	300.00	300.00	0.0%
Purim	0.00	400.00	400.00	0.0%
Shabbat (5)	262.58	500.00	237.42	52.5%
Simchat Torah	50.70	150.00	99.30	33.8%
Tu B'Shevat	0.00	150.00	150.00	0.0%
	4,296.22	4,550.00	253.78	94.4%

PROGRAM EXPENSES

Adult Study & Teen Activities	0.00	200.00	200.00	0.0%
Community Meetings	38.05	300.00	261.95	12.7%

Donations - Cornerstones	0.00	1,000.00	1,000.00	0.0%
Donations - Other Tzedukah	0.00	1,500.00	1,500.00	0.0%
Event Supplies	134.94	100.00	-34.94	134.9%
Jewish Funeral Committee				
Membership	0.00	125.00	125.00	0.0%
Rabbi & Speaker Fees (6 planned)	1,900.00	2,400.00	500.00	79.2%
Rentals RCC,HH,FCPA	2,681.80	3,400.00	718.20	78.9%
Retreat	1,901.58	1,500.00	-401.58	126.8%
	<b>6,656.37</b>	<b>10,525.00</b>	<b>3,868.63</b>	<b>63.2%</b>

**SCHOOL EXPENSES**

Book Purchase	0.00	100.00	100.00	0.0%
Graduation & Mitzvah Gifts	168.10	100.00	-68.10	168.1%
Salary - Teachers	739.20	11,000.00	10,260.80	6.7%
School Rental	1,000.00	1,000.00	0.00	100.0%
Snacks and Supplies	0.00	100.00	100.00	0.0%
Taxes - Payroll	61.03	1,000.00	938.97	6.1%
	<b>1,968.33</b>	<b>13,300.00</b>	<b>11,331.67</b>	<b>14.8%</b>

**TOTAL EXPENSES**

	<b>18,271.51</b>	<b>41,235.00</b>	<b>22,963.49</b>	<b>44.3%</b>
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**SURPLUS (DEFICIENCY) OF REVENUES LESS EXPENSES**

	15,279.52	-9,265.00	24,544.52	-164.9%
<b>Percentage of Revenues over Expenses</b>	<b>45.5%</b>	<b>-29.0%</b>		

**2-A SIMPLE GESTURE**

A Simple Gesture Contributions (6939)	562.00	500.00	-62.00	112.4%
A Simple Gesture Expenses (6939)	2,318.87	3,500.00	1,181.13	66.3%

**ASSETS**

**CURRENT ASSETS**

Suntrust Checking-1873	23,964.25
Suntrust Money Market-9444	15,334.79
Suntrust Reserve Account-6939	
A Simple Gesture (ASG)	2,954.08
Torah Fund	5,106.14
Tzedakah Fund	1,454.81
Suntrust CD 12 Month	10,000.00
Suntrust CD 18 Month	20,227.11
Suntrust CD 24 Month	25,287.72
<b>TOTAL ASSETS</b>	<b>104,328.90</b>

46	Families
66	Members

**Credit Card Accounts**

Suntrust Credit Card	0.00
<b>TOTAL Credit Card Accounts</b>	<b>0.00</b>

**CURRENT LIABILITIES**

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