

# Shoreshim Board Meeting – 3/5/2020

Amy Joyce called the meeting to order at 7:14pm at Sue Goldfedder's house in Herndon, VA. Those present included: Amy Joyce, Sam Harahan, Deb Kamins, Jane Hull, Barry Bleiweis, Sue Goldfedder

## 1. Marketing Project (Amy)

- a. Web site is up and running. [restonshoreshim.org](http://restonshoreshim.org). Asking Bernie why it doesn't come up close to the top as it used to.
- b. Agreed to do on-line donations (and registrations) with Stripe. Testing it out now. 2.7% will be taken out of amount for processing.
- c. Need more photos as the ones we have are not good quality.
- d. Registration will be on the Public facing site.
- e. Members only section. Will be password protected.
  - i. Welcome to New Members (Susie/Jane) - sent information.
  - ii. Events / Holiday committees for current year (Sam/Eileen) - events, committees, calendars
  - iii. Membership Renewal (Barry)
    1. Send a letter, an invoice and committee list form instead of a membership form because people are always members and this will keep them from having to redo all their information.
      - a. Deb is drafting the letter. Include new web site and password and ability to pay on line.
      - b. Sending invoice and you can go to website to sign up once the registration is configured.
      - c. Let us know if any information has changed.
      - d. If you don't select a holiday by a certain date, then you will be assigned one.
      - e. Send out in April.
    - iv. Membership Directory (Barry) - sent to Amy
    - v. Forms
      1. Barry sent Expense Reimbursement form to Amy
      2. Deb has the Torah Rental Form
    - vi. Frequently Used Documents
      1. How to documents
        - a. Plan an Event
        - b. Send an Elite
      2. Shoreshim Lists
        - a. Members Only
        - b. Prospective Members
        - c. Past Members
    - vii. Board Documents
      1. Minutes (Sue)

2. Treasurer's Report - current year (Barry)
  3. Budgets - as old as we have (Barry)
  4. Marketing Study (Amy)
  5. Bi-Laws and Articles of Incorporation (Deb)
  6. Shabbat Service Booklets (Eileen)
2. Administrative/Marketing Part Time Employee - Marianne (Deb/Amy)
    - a. Spending time on social media.
    - b. Working on evites and she will take over those.
    - c. She's trying to post stuff and take over some of it.
  3. Budget (Barry)
    - a. Tzedakah
      - i. Donation from The Closet of \$750.
      - ii. Tzedakah Committee - Sam Joyce is interested in running a group of teens to come up with what to do with Tzedakah funds. Give them \$500 to determine how to spend it.
      - iii. Additional donation of \$700 plus \$1,750 from High Holidays, for a total of \$4,000.
      - iv. Amy to send out an email to get interest on Tzedakah committees. Sam to reach out to Davood to see if he would be able to run the Tzedakah meeting for the kids.
      - v. The Closet sent a check for \$2,000 made out to A Simple Gesture. Barry sent back to them to get it made out to Shoreshim and then we could add it to the ASG fund.
      - vi. Bob got a nice donation (\$1,000) from St Anne's for ASG.
    - b. Budget
      - i. High Holiday service expenses were higher than expected because of security.
      - ii. Paid for web software.
      - iii. Separate account for Suntrust Donations as a safety issue.
  4. Updates and Action Items
    - a. Events (Sam)
      - i. Retreat - 14 Nov
        1. At Claggett Center. Upgraded to the premium food package.
        2. Agreed to reserve Claggett Center for next year (2021) so we get a premium spot.
        3. Rabbi Ben cannot come in the morning as he has a Bar Mitzvah. Decided to use him for an afternoon discussion.
      - ii. Calendar is now set.
      - iii. Pat is going to get in line at 6 to reserve the community center. Sam and Maryanne will meet at 8 to take over.
      - iv. Richmond field trip - 4/25.
      - v. Purim - 3/9.
      - vi. Shabbat - 3/21.
    - b. Membership (Jane)

- i. Reaching out to Marianne about what to send out to people.
    - ii. Some people have asked if they can write out a check so we want to add to things that payment is never required but we do take donations if people want to donate.
    - iii. Chavurah dinners - Sam & Eileen's home on March 13th.
  - c. Board Positions – no new progress
    - i. Events – Eileen and Rini are staying on but looking for others to help
    - ii. Co-Presidents – Amy to stay as long as someone else is a co-president. No new input, need to find someone as Amy won't do it alone. Jane to call and see if the following are interested: Celia Dallas, Sharon Canner, Ilona, Shana, Davood
    - iii. Membership - Susie/Jane
    - iv. Special Events - Hope/Nancy
    - v. Secretary – Sue
    - vi. Treasurer – Barry
    - vii. Hebrew School Liaison –
    - viii. At-Large – Jerry; ask Sharon Singer and Martin
    - ix. Liaison - Fran
    - x. Web Content - Deb
    - xi. Amy to reach out to Scott on Hebrew School Liaison
  - d. ADL - went well, little long but a good experience
  - e. Damon has put some ads on Facebook for the 21 March event and working on targeting for our area with children and are Jewish. We need to experiment on this and work with the board because they run for \$20 per day.
  - f. Facebook page was made public and then back to private because of privacy issues. Set up a Shoreshim group that is public that we can post events.
5. Open Forum / New Business
    - a. Jane to send an example events coming up to Marianne and board.
  6. Next Meeting – Thursday, 21 April at Barry's house at 7pm.

The meeting was adjourned following a board motion at 9:42 pm. These minutes are submitted by Susan Goldfedder, Secretary, March 5, 2020.

# SHORESHIM Jewish Community, INC.

3/2/2020

## Treasurer's Report for January-February 2020

### 2019-2020 Budget

2019-2020			
ACTUAL THRU 3/2/2020	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	20,900.00	22,000.00	-1,100.00	95.0%
General Fund Donat.	10,089.56	7,500.00	2,589.56	134.5%
Interest	518.05	20.00	498.05	2590.3%
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>34,619.42</b>	<b>31,970.00</b>	<b>2,649.42</b>	<b>108.3%</b>

#### 2-EXPENSES

##### ADMINISTRATION

Advt & Marketing	1,343.75	5,000.00	3,656.25	26.9%
Commun. & Web Rental	61.00	150.00	89.00	40.7%
Consulting Fees & Admin. Support	2,451.00	5,000.00	2,549.00	49.0%
Insurance	1,976.00	2,000.00	24.00	98.8%
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%
	<b>6,052.59</b>	<b>12,860.00</b>	<b>6,807.41</b>	<b>47.1%</b>

##### 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)	283.73	500.00	216.27	56.7%
Simchat Torah	50.70	150.00	99.30	33.8%
Tu B'Shevat	50.17	150.00	99.83	33.4%
	<b>4,367.54</b>	<b>4,550.00</b>	<b>182.46</b>	<b>96.0%</b>

##### PROGRAM EXPENSES

Adult Study & Teen Activities	158.92	200.00	41.08	79.5%
Community Meetings	268.62	300.00	31.38	89.5%

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	3,142.60	3,400.00	257.40	92.4%
Retreat	1,901.58	1,500.00	-401.58	126.8%
	<b>7,506.66</b>	<b>10,525.00</b>	<b>3,018.34</b>	<b>71.3%</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	62.03	1,000.00	937.97	6.2%
	<b>1,969.33</b>	<b>13,300.00</b>	<b>11,330.67</b>	<b>14.8%</b>

**TOTAL EXPENSES**

<b>19,896.12</b>	<b>41,235.00</b>	<b>21,338.88</b>	<b>48.3%</b>
------------------	------------------	------------------	--------------

**SURPLUS (DEFICIENCY) OF REVENUES LESS EXPENSES**

14,723.30	-9,265.00	23,988.30	-158.9%
<b>42.5%</b>	<b>-29.0%</b>		

**Percentage of Revenues over Expenses**

**2-A SIMPLE GESTURE**

A Simple Gesture Contributions (6939)	562.00	500.00	-62.00	112.4%
A Simple Gesture Expenses (6939)	4,003.80	3,500.00	-503.80	114.4%

**ASSETS**

**CURRENT ASSETS**

Suntrust Checking-1873	20,722.71
Suntrust Donations -2561	1,000.00
Suntrust Money Market-9444	15,335.18
Suntrust Reserve Account-6939	
A Simple Gesture (ASG)	2,954.08
Torah Fund	5,106.39
Tzedakah Fund	1,754.81
Suntrust CD 12 Month	10,000.00
Suntrust CD 18 Month	20,304.02
Suntrust CD 24 Month	25,385.15
<b>TOTAL ASSETS</b>	<b>102,562.34</b>

48	Families
68	Members

**CURRENT LIABILITIES**

**Credit Card Accounts**

Suntrust Credit Card-8602	0.00
---------------------------	------

Other Liabilities

Federal Withholding  
FICA Matching  
FICA Withholding  
VA Withholding

	0.06
	0.00
	0.00
	0.00
	0.00
	<b>0.06</b>

**TOTAL LIABILITIES**