

Shoreshim Board Meeting – 8/15/2019

Amy Joyce called the meeting to order at 7:10pm at Jerry Gordon's house in Chantilly, VA. Those present included: Jerry Gordon, Amy Joyce, Barry Bleiweis, Sam Harahan, Deb Kamins, Sue Goldfeder

1. Marketing Consultant Update (Amy)

- a. Bernie Baskin from Capacity Partners has completed the survey and is reviewing the results; 41 responses to survey so starting on the plan;
- b. Logo – Bernie has someone who can do a logo for \$500 – needs to do something that is photo ready and in the right format; we will reach out to Eileen for her ideas/input and to see if we can incorporate her original shin dove design.
- c. High Holiday Advertising – Amy to ask Bernie where we should be advertising for High Holiday Services and what he thinks of the Washington Post as that is expensive; Amy to contact Neta for updating the website with the dates and location.
- d. Branding and Tagline – Amy to reach out to Hope Aponte to invite her to the committee as she has done marketing; Board would recommend using Shoreshim Jewish Community as the name we use in all marketing and correspondence; Amy to send out to committee and all board members for concurrence; motion was made by Barry, seconded by Sam and unanimously approved by all board members present.

2. Hebrew School / Club

- a. Ilona has offered her home as location for Hebrew School. While it is a thoughtful offer, we have a contract with St Anne's and we sometimes like to add "all Shoreshim" events to follow school, and so we prefer that most school activities occur at St Anne's. Amy to contact Ilona.
- b. Sam to reach out to Rini to confirm the days for Hebrew School.
- c. Telephone account – We have 2 telephone numbers - for Shoreshim and Hebrew School. Both send call notifications by email. The Shoreshim acct is free and we should keep. Currently Debbie and Davood get the notifications and respond or forward to appropriate responder. The school acct costs for each call. Motion to cancel the school account is made, seconded, and passed. Amy will ask Neta to remove school number from the website.
- d. Deb to reach out to Rini to see how things are going.

3. Membership Committee

- a. Membership – 2 members aren't coming back.
- b. Deb and Amy met with Susie and Jane to discuss the role of the new membership committee.
- c. Key areas – recruiting and retention of current members.
- d. Work on getting leads thru the door and integration as first topic.
- e. The Board discussed the idea of how best to reach and engage the millennials amongst us and concluded that we'd offer the legacy young adults an annual

membership in Shoreshim of \$100 a year for a 3-year period, after which usual dues rates would apply. Further, the Board endorsed setting aside some program funds, up to \$1,000 or \$1,500, to be used specifically by this group for activities they identify and ask the Board to underwrite. The Board voted in favor of this experiment. Amy Joyce asked Sam to contact these individuals and he agreed.

4. Events

- a. Welcome Back Nosh 9/7 – This event is cancelled due to the large number of events in Sept and Oct.
- b. Retreat – Saturday, Nov 16
 - i. Sam identified a possible new location in Frederick, MD – The Claggett Center
 - ii. Will be a 1-day event this year
 - iii. Dining Room for lunch and dinner and a variety of indoor spaces as well as 250 acres for hiking
 - iv. Have Rabbi Shalva for that morning
 - v. Hold for next 2 weeks; \$51 a day per person for 2 meals and facility; you could stay overnight for \$76 if you wanted to
 - vi. Sam, Eileen, and Amy to do a field trip to check out the facility

5. Registration Forms

- a. Fran to follow up with people that haven't replied yet.

6. Brainstorming for discussion on some things we could do to get more people involved, such as specific topic discussions.

The meeting was adjourned following a board motion at 9:17pm. These minutes are submitted by Susan Goldfedder, Secretary, September 4, 2019.

Treasurer's Report for July 2019

2019-2020 Budget

2019-2020			
ACTUAL THRU 8/14/2019	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	14,275.00	22,000.00	-7,725.00	64.9%
General Fund Donat.	462.00	7,500.00	-7,038.00	6.2%
Interest	86.71	20.00	66.71	433.6%
Retreat	0.00	1,500.00	-1,500.00	0.0%
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	975.00	900.00	75.00	108.3%
Torah Fund (6939)	238.00	0.00	238.00	0.0%
Tzedukah Fund (6939)	83.00	0.00	83.00	0.0%
TOTAL REVENUE	16,119.71	31,970.00	-15,850.29	50.4%

2-EXPENSESADMINISTRATION

Advt & Marketing	689.00	5,000.00	4,311.00	13.8%
Commun. & Web Rental	0.00	150.00	150.00	0.0%
Consulting Fees	2,000.00	5,000.00	3,000.00	40.0%
Insurance	0.00	2,000.00	2,000.00	0.0%
Office Supplies, Sw, Postage, Bank Fees, Misc	0.00	500.00	500.00	0.0%
PO Box Rental	0.00	210.00	210.00	0.0%
	2,689.00	12,860.00	10,171.00	20.9%

HOLIDAYS

Hanukah	0.00	400.00	400.00	0.0%
High Holidays	0.00	2,500.00	2,500.00	0.0%
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)	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%
	0.00	4,550.00	4,550.00	0.0%

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 - Cornerstones	0.00	1,000.00	1,000.00	0.0%
Donations - Other Tzedukah	0.00	1,500.00	1,500.00	0.0%

Donations - A Simple Gesture	500.00	500.00	0.00	100.0%
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)	0.00	2,400.00	2,400.00	0.0%
Rentals RCC,HH,FCPA	2,059.20	3,400.00	1,340.80	60.6%
Retreat	0.00	1,500.00	1,500.00	0.0%
	2,559.20	11,025.00	8,465.80	23.2%

SCHOOL EXPENSES

Book Purchase	0.00	100.00	100.00	0.0%
Graduation & Mitzvah Gifts	0.00	100.00	100.00	0.0%
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	4.48	1,000.00	995.52	0.4%
	4.48	13,300.00	13,295.52	0.0%
TOTAL EXPENSES	5,252.68	41,735.00	36,482.32	12.6%

SURPLUS (DEFICIENCY) OF REVENUES LESS EXPENSES

Percentage of Revenues over Expenses

10,867.03	-9,765.00	20,632.03	-111.3%
0.67	-0.31		

2-A SIMPLE GESTURE

A Simple Gesture Contributions (6939)	137.00	500.00	363.00	27.4%
A Simple Gesture Expenses (6939)	826.43	3,500.00	2,673.57	23.6%
	-689.43	-3,000.00	-2,310.57	23.0%

ASSETS

CURRENT ASSETS

Suntrust Checking-1873	21,015.52
Suntrust Money Market-9444	15,332.86
Suntrust Reserve Account-6939	
A Simple Gesture (ASG)	4,021.52
Torah Fund	4,867.88
Tzedakah Fund	1,460.00
Suntrust CD 12 Month	10,000.00
Suntrust CD 18 Month	20,038.08
Suntrust CD 24 Month	25,048.24
TOTAL ASSETS	101,784.10

Credit Card Accounts

Suntrust Credit Card	0.00
TOTAL Credit Card Accounts	0.00

CURRENT LIABILITIES

Federal Withholding	0.00
FICA Matching	0.03
FICA Withholding	0.03
VA Withholding	0.00
TOTAL LIABILITIES	0.06