

Shoreshim Board Meeting – 9/17/2019

Amy Joyce called the meeting to order at 7:45pm at Deb Kamin's house in Herndon, VA. Those present included: Jerry Gordon, Amy Joyce, Susie Schmuckler, Fran Freedman, Sam Harahan, Deb Kamins, Sue Goldfedder

1. Marketing Consultant Update (Amy)
 - a. We got the plan from Bernie Baskin from Capacity Partners. Marketing Committee met last night to review. Very good plan with good ideas but we can't do it all. One priority recommendation was web site. Will discuss next steps and how much we can get done on Thursday's meeting. Changes need to be made to historical part and then send to rest of community. Amy to send to board this week and then community after it is changed.
 - b. Eileen and Amy talked to someone on the logo. Doing two of them – one with dove and one without.
2. Hebrew School (Deb)
 - a. Held the picnic at Lake Fairfax and it went well.
 - b. Held their first meeting yesterday. Davood went with a Shofar and the kids were making Shofars.
 - c. Working on contract with Rini; asking her to do administrative part and planning also.
3. Membership Committee (Susie)
 - a. Jane and Susie divided up everything and are ready for high holidays. They got a list of people interested in Shoreshim to send High Holiday information to. Sending to all emails and voice mails, in addition to adding them to the list.
 - b. Checking on if there is another list of people interested that they could add the new names to so there is a group.
 - c. Google voice is going to Tina and needs to be going to Susie and Jane. Neil is in charge of that. Susie to discuss with Neil. Also going to ask him to put the calendar on the web site as everyone looks for that.
 - d. Putting out sign-up sheets for High Holidays.
 - e. Should have a one pager on Shoreshim. Deb to see if we have one. Amy to reach out to Rini and Ilona to do one for Hebrew School.
 - f. Sam contacted the older children to see what would interest them and offer a discounted membership to get them more interested in Shoreshim. Followed up with an email and list of this year's activities. Motion made to charge them \$100 a year for 3 years. Seconded and all approved.
 - g. Vicki (new member) is coming on Friday but Susie and Jane will not be there. Asked Deb and Amy to talk to her and get others at Shoreshim to talk to her.
 - h. Need to do name tags for events. Sam is going to buy stick on name tags and Eileen will bring them.
 - i. Should assign a buddy to new members and make clear what they should do.
4. Updates and Action Items
 - a. Committee Assignments
 - i. Sam has sent out multiple notices.
 - ii. Rini is on 5 committees. Decided which ones she would be at as a Teacher versus a Committee member. Graduation, Sukkot, and children's activity is as a teacher. Rosh Hashana and Purim is as a committee member
 - b. Security for High Holiday
 - i. Most temples and masques have security for high holiday services.

- ii. Fran to call Reston precinct to see if they would be able to do it.
 - c. Clagget Center – Booked facility and Rabbi for day. Upscale, like a hotel. \$76 a night. They have cottages too and provide dining services. Cost is \$51 a person for the day, which includes 2 meals. Decided that Shoreshim would pay for kids to go and adults would be \$50 each.
 - d. Event Planning - Hope did event planning at JCC for years. She would like to do event planning for Shoreshim but doesn't want to lead it. Something like field trips, etc. Asked if she would be interested in being on the Retreat Committee. Deb and Amy to ask Nancy Gordon on Friday if she would help.
 - e. Advertising – Fran saw it in the Washington Post. Fran to find out about Reston Now.
 - f. Har Mishpacha, Steamboat Springs, CO. Steve set up the call to discuss membership, etc. They have the same problems as we have but no new ideas.
5. New Business
- a. Amy dropped off food at Shushan's. Nanny starts next Friday. Only wanting food for this week. He's doing well and home. Deb doing food for tomorrow. Susie will do Thursday and Amy will take it there.
 - b. Reston Community Center – The Klezmatiks - Sunday, 1 Dec. \$20 for Reston, \$30 for non-Reston – Fran to send an email on this
 - c. Bonni Epstein – Eileen trying to contact her daughter. Sue to send more information.
6. Next Meeting – Tuesday, 29 October at Sam's house at 7pm.

The meeting was adjourned following a board motion at 9:38pm. These minutes are submitted by Susan Goldfedder, Secretary, September 17, 2019.

Treasurer's Report for August 2019

2019-2020 Budget

2019-2020			
ACTUAL THRU 9/14/2019	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	17,200.00	22,000.00	-4,800.00	78.2%
General Fund Donat.	587.00	7,500.00	-6,913.00	7.8%
Interest	87.10	20.00	67.10	435.5%
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)	133.00	0.00	133.00	0.0%
TOTAL REVENUE	19,220.10	31,970.00	-12,749.90	60.1%

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	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%
	3,343.75	12,860.00	9,516.25	26.0%

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	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	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	2,144.20	3,400.00	1,255.80	63.1%
Retreat	0.00	1,500.00	1,500.00	0.0%
	2,182.25	10,525.00	8,342.75	20.7%

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	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%
	172.58	13,300.00	13,127.42	1.3%
TOTAL EXPENSES	5,698.58	41,235.00	35,536.42	13.8%

SURPLUS (DEFICIENCY) OF REVENUES LESS EXPENSES

Percentage of Revenues over Expenses

13,521.52	-9,265.00	22,786.52	-145.9%
70.4%	-29.0%		

2-A SIMPLE GESTURE

A Simple Gesture Contributions (6939)	187.00	500.00	313.00	37.4%
A Simple Gesture Expenses (6939)	1,928.89	3,500.00	1,571.11	55.1%

ASSETS

CURRENT ASSETS

Suntrust Checking-1873	20,992.16
Suntrust Money Market-9444	15,333.25
Suntrust Reserve Account-6939	
A Simple Gesture (ASG)	4,146.52
Torah Fund	4,867.88
Tzedakah Fund	1,460.00
Suntrust CD 12 Month	10,000.00
Suntrust CD 18 Month	20,076.24
Suntrust CD 24 Month	25,096.58
TOTAL ASSETS	101,972.63

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
TOTAL LIABILITIES

0.00
0.06