

Shoreshim Board Meeting – 10/29/2019

Amy Joyce called the meeting to order at 7:17pm at Sam Harahan's house in Reston, VA. Those present included: Jerry Gordon, Amy Joyce, Susie Schmuckler, Fran Freedman, Sam Harahan, Deb Kamins, Sue Goldfedder

1. Marketing Consultant Update (Amy)
 - a. Bernie Baskin is leaving Capacity Partners this week. He committed to finishing the web site for us.
 - b. Working on content with Membership Committee. Amy sending updated copy for review. Want updates from all by tomorrow.
 - c. Working on the public facing first, followed by members only at a later time.
 - d. We still owe \$4,000 but waiting until we have the web site to pay.
 - e. Expect it to go live before the end of the year.
2. Administrative/Marketing Part Time Employee
 - a. One of the biggest complaints from survey is the amount of administrative work and one of the reasons people have left. Same people keep doing everything and they don't have time.
 - b. If you had someone to pick this up and help with planning, then more stuff could be done and organized and they would be able to do the technical stuff that people can't seem to pick up and causes problems. Looking at \$20 per hour for an average of 20 hours per month. About \$4,000 - \$5,000 per year, not to exceed \$6,000.
 - c. There are 2 people interested. If you know anyone else who could be interested, please send them. Amy provided job description to board and we discussed each item on it. She will update based on today's comments and send out.
 - d. Sam made a motion to move ahead with procuring this person. It was seconded and approved unanimously.
3. Hebrew School (Deb)
 - a. Deb seeing Rini tomorrow for the contract signing. Meeting once a month. In January, wants to get Bob, Deb, and Steve to come in and talk about Tzedakah and working with them on an activity.
4. Membership Committee (Susie)
 - a. 6 new members: Vickie Nitschke, Ella Barnes, Lauren & Martin Gordon, Stephanie Mardon, and Sharon Singer.
 - b. Passed out New Member Checklist for review.
 - c. Sent out 2 mass emails after Yom Kippur wishing a Happy New Year and inviting people to learn more about Shoreshim by joining us at our upcoming festivities, Sukkot and Simchat Torah.
 - d. Discussed assigning a buddy to new members and make clear what they should do.
5. Updates and Action Items

- a. Committee Assignments – Nothing done with them for new people, except Vickie.
- b. Upcoming Events
 - i. Retreat - Clagget Center – Costs come out about even. 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. We are allowed to have alcohol.
 - ii. Dec 14 Shabbat Service.
 - iii. Chanukah – 22 Dec.
6. Open Forum / New Business
 - a. Bonni Epstein – Eileen said she is now at home and recovering. Wants to send out something to Shoreshim with address, etc.
 - b. Fran asked about giving Gary something for High Holidays. Sam to call Edytheta see what restaurant they would like a gift card for. Board voted on \$250. Sam made a motion, it was seconded, and unanimously approved.
7. Next Meeting – Wednesday, 4 December at Susie’s house at 7pm.

The meeting was adjourned following a board motion at 9:30pm. These minutes are submitted by Susan Goldfedder, Secretary, October 29, 2019.

Treasurer's Report for September 2019

2019-2020 Budget

2019-2020			
ACTUAL THRU 10/17/2019	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	18,500.00	22,000.00	-3,500.00	84.1%
General Fund Donat.	4,275.56	7,500.00	-3,224.44	57.0%
Interest	87.74	20.00	67.74	438.7%
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)	298.81	0.00	298.81	0.0%
TOTAL REVENUE	24,375.11	31,970.00	-7,594.89	76.2%

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	1,533.00	2,000.00	467.00	76.7%
Office Supplies, Sw, Postage, Bank Fees, Misc	54.75	500.00	445.25	11.0%
PO Box Rental	0.00	210.00	210.00	0.0%
	4,931.50	12,860.00	7,928.50	38.3%

HOLIDAYS

Hanukah	0.00	400.00	400.00	0.0%
High Holidays incl Sukkot	3,221.74	2,500.00	-721.74	128.9%
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)	254.24	500.00	245.76	50.8%
Simchat Torah	0.00	150.00	150.00	0.0%
Tu B'Shevat	0.00	150.00	150.00	0.0%
	3,475.98	4,550.00	1,074.02	76.4%

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	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)	500.00	2,400.00	1,900.00	20.8%
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%
	2,682.25	10,525.00	7,842.75	25.5%

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	1,000.00	1,000.00	0.00	100.0%
Snacks and Supplies	0.00	100.00	100.00	0.0%
Taxes - Payroll	4.48	1,000.00	995.52	0.4%
	1,172.58	13,300.00	12,127.42	8.8%
TOTAL EXPENSES	12,262.31	41,235.00	28,972.69	29.7%

SURPLUS (DEFICIENCY) OF REVENUES LESS EXPENSES

Percentage of Revenues over Expenses

12,112.80	-9,265.00	21,377.80	-130.7%
49.7%	-29.0%		

2-A SIMPLE GESTURE

A Simple Gesture Contributions (6939)	237.00	500.00	263.00	47.4%
A Simple Gesture Expenses (6939)	2,108.89	3,500.00	1,391.11	60.3%

ASSETS

CURRENT ASSETS

Suntrust Checking-1873	21,152.45
Suntrust Money Market-9444	15,333.25
Suntrust Reserve Account-6939	
A Simple Gesture (ASG)	2,964.06
Torah Fund	5,106.14
Tzedakah Fund	1,704.81
Suntrust CD 12 Month	10,000.00
Suntrust CD 18 Month	20,114.47
Suntrust CD 24 Month	25,145.01
TOTAL ASSETS	101,520.19

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