

Shoreshim Board Meeting – 12/04/2019

Amy Joyce called the meeting to order at 7:15pm at Susie Schmuckler's house in Reston, VA. Those present included: Jerry Gordon, Amy Joyce, Susie Schmuckler, Fran Freedman, Sam Harahan, Deb Kamins, Jane, Sue Goldfedder

1. Marketing Project (Amy)
 - a. We sent Bernie all the content, pictures, and credit card.
 - b. Will get started soon. We have a couple holes which Amy is following up on. There is nothing done with the members only section and Amy talking to Neil about downloading it. That will be the next area to develop but they have an outline. Amy to coordinate reviewing the old documents the week of 1/7 to decide what to keep.
 - c. Barry to confirm what we have paid so far.
2. Administrative/Marketing Part Time Employee (Deb/Amy)
 - a. Made an offer to Marianne Meyer. Amy to send out to membership to let them know. She has already started and is working as a 1099, coordinating with Jenny. All work to come thru Amy/Deb.
 - b. She is a writer and editor and has already reviewed and updated web site content from 10 different people. Into social media and outreach and technically savvy.
 - c. Need to prioritize the tasks. She's going to put together a proposal on what she thinks should be done, especially on social media. Amy/Deb are going to approve for the number of hours.
 - i. Susie/Jane want her to do mailing lists without people seeing all the addresses (bcc'd for potential new members).
 - ii. Barry would like her to print directory and mail / stamp to all members.
 - iii. Another option for evite lists. Sending Barry's email with some options.
3. Hebrew School (Deb)
 - a. Rini's contract was signed. Deb to talk to Jenny and get Rini paid for Sept, Oct, and Nov. We didn't add in about Membership Dues for the Contract Director. Barry made a motion to pay the membership dues, it was seconded, and unanimously approved.
4. Membership Committee (Susie/Jane)
 - a. 6 new members and a couple more that are interested.
 - b. Decided that everyone would be invited for Hanukkah.
 - c. Sent out note about community potlucks starting in January and February. They have 5 couples who have volunteered to host.
 - d. Current Registration Form doesn't list Jane and Susie as Membership. Barry to update cover page.
 - e. Add some of the people that just left to the invites to see if they could come back.
5. Updates and Action Items

- a. Shoreshim Membership Directory is ready to go out. Decided to send out with the entire calendar. Barry to hold off sending until Sam sends him committees with new members.
 - b. Committee Assignments – Nothing done with them for new people, except Vickie. Sam and Eileen are working on new members this week and will get that out by this weekend.
 - c. Asked Hope and Nancy to be on a Special Programming Committee. Movie and Discussion They are looking into that. Trying to coordinate extra things like that. Another thought is to rent a bus and go to see the Jewish Museum in Philadelphia. Could also show movie at Retreat next year. Jewish walking tour of Arlington Cemetery. Sam to send ideas to Hope and Nancy to pick and plan some.
 - d. Retreat Feedback
 - i. Biggest complaint was food. Program / venue was good.
 - ii. Eileen is following up with the coordinator up there for other options on food.
 - iii. Need to decide if we want to go back and if so, then we need to book soon with a potential option to spend the night.
 - iv. Looking into 7 Nov.
 - e. Sam needs to reach out to Rabbi Ben to see how much we want to use him next year. Thinking 5-6 times over the year. Leave a couple Shabbats as lay led and use him in another capacity. Giving him free advertising on web site with a headshot. Sam is to ask him about doing some type of discussion.
 - f. Giving Gary the restaurant gift card that the Board voted on last month for \$250.
 - g. Upcoming Events
 - i. Dec 14 Shabbat Service at Sam and Eileen's house.
 - ii. Chanukah – 22 Dec. Need to send out invite soon.
 - iii. Passover. Idea of 2 for Seder – invite 2 of another faith to your home or a community Seder. Something for the Passover Committee to review.
 - iv. January 26 is the Member Meeting. Plan discussion on increasing dues cost and what to make it.
 - h. Open Forum / New Business
 - i. Would like Ilona to come to next board meeting as school liaison so we can find out what is happening in the school.
 - ii. Idea about possibly doing a Mommy & Me class.
6. Next Meeting – Tuesday, 14 January at Fran's house at 7pm. Think of agenda items and how much you want to raise the dues.

The meeting was adjourned following a board motion at 9:07 pm. These minutes are submitted by Susan Goldfedder, Secretary, December 4, 2019.

Treasurer's Report for November 2019

2019-2020 Budget

2019-2020		
ACTUAL THRU 12/1/2019	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%
Due				
s	19,800.00	22,000.00	-2,200.00	90.0%
General Fund Donat.	8,324.56	7,500.00	824.56	111.0%
Interest	348.32	20.00	328.32	1741.6%
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	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	31,434.69	31,970.00	-535.31	98.3%

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	3,307.52	2,500.00	-807.52	132.3%
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	0.00	150.00	150.00	0.0%
Tu B'Shevat	0.00	150.00	150.00	0.0%
	3,570.10	4,550.00	979.90	78.5%

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	1,796.17	1,500.00	-296.17	119.7%
	4,478.42	10,525.00	6,046.58	42.6%

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	14,152.60	41,235.00	27,082.40	34.3%

SURPLUS (DEFICIENCY) OF REVENUES LESS EXPENSES

Percentage of Revenues over Expenses

17,282.09	-9,265.00	26,547.09	-186.5%
55.0%	-29.0%		

2-A SIMPLE GESTURE

A Simple Gesture Contributions (6939)	387.00	500.00	113.00	77.4%
A Simple Gesture Expenses (6939)	2,108.89	3,500.00	1,391.11	60.3%

ASSETS

CURRENT ASSETS

Suntrust Checking-1873	26,186.16
Suntrust Money Market-9444	15,334.02
Suntrust Reserve Account-6939	
A Simple Gesture (ASG)	2,989.06
Torah Fund	5,106.14
Tzedakah Fund	1,704.81
Suntrust CD 12 Month	10,000.00
Suntrust CD 18 Month	20,154.54
Suntrust CD 24 Month	25,191.97
TOTAL ASSETS	106,666.70

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