

Shoreshim Board Meeting – 1/14/2020

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

1. Marketing Project (Amy)
 - a. Bernie started on web site.
 - b. We still owe \$4,000.
 - c. Mid-winter meeting to review study with everyone.
 - d. May want to have a publicity committee to put flyers up in Harris Teeter, Giant, etc. for name recognition.
 - e. Create a tri-fold or brochure that we can mail or hand out.
2. Administrative/Marketing Part Time Employee - Marianne (Deb/Amy)
 - a. Working on a Twitter and Facebook plan for Outreach.
 - b. Going to be trained on how to update the web site.
 - c. She is starting on the prioritization list that was given to her by Deb/Amy – Facebook to remove administrators, make the Hebrew School one private, cross reference on lists so people aren't on multiple lists and she will take over the lists (Barry to talk to her about them), research on conference line.
3. Hebrew School (Ilona)
 - a. Continuing to have the once a month Hebrew club.
 - b. Gave us what we needed for the web site.
 - c. Families on the fence for next year.
 - d. Currently 6 students - Len, Lior – 6th grade; Ellie – 4th; Scarlett – 3rd; 2 - 1st/Kindergarten.
 - e. Asking about future.
 - f. Discussed maybe pushing an event that all members invite people with kids and those with kids bring them to try to get more interest. March 21st at Walker Nature Center from 10-2 is the target and Ben will be there. Ilona to send an email to the Members Only group. Discuss at mid-winter meeting.
4. Budget (Barry)
 - a. Added Admin Support to Consulting Fees line for Marianne's salary.
 - b. Paid Rini late and refunded her dues.
 - c. Paid for video and Turbo tax.
 - d. Projection to help with how much we should raise the dues next year. Spent more on High Holiday this year and Rabbi fees so we raised it for that.
 - i. If dues stays the same, then we are \$4,860 in the hole (16%).
 - ii. If we raise dues from \$325 to \$400/\$425 (discount for second person) then we would be 6% ahead.
 - iii. Amy made a motion to propose raising the dues to \$425 with \$400 for second member. It was seconded and unanimously approved.
5. Activities Committee

- a. Hope and Nancy have been heading up an Activity Committee.
 - i. Planning a field trip to Holocaust Museum in Richmond and Jewish deli (April 25th).
 - ii. Anti-Defamation League (ADL) for March 1st.
 - iii. Joining with Beth Emmitt for Israeli dancing.
 - iv. Hope to reach out to Fran for starting a movie club.
 - v. Want additional, social activities.
6. Updates and Action Items
- a. Events (Sam)
 - i. Need someone to facilitate that first meeting for the committees. Set someone as a Lead for the committee.
 - ii. Everyone agreed to booking Claggett again for the Retreat and to reserve some rooms.
 - iii. May 1st 2021 – deciding if we should keep it on calendar.
 - iv. Confirm a couple dates in next year’s calendar.
 - 1. Feb 27, 2021 – should be Saturday (instead of Friday)
 - 2. March 11, 2021 – should be Friday (or Thursday)
 - 3. Sunday, 24 January – Mid-Winter membership meeting – part of a 3-day weekend
 - b. Mid-Winter Meeting – 1/26
 - i. Deb will be Lead; bring paper products
 - ii. Evites – Barry
 - iii. Agenda – Amy
 - 1. Hope/Nancy – 10-15 minutes
 - 2. Dues Increase
 - 3. Board Vacancies
 - 4. Web Site Update
 - 5. Next Year’s Proposed Calendar
 - 6. Hebrew School Update
 - 7. Marianne Update (Facebook. Twitter)
 - 8. Membership Update
 - iv. Sue – food list
 - v. Jerry – picking up items from Costco; bagels
 - vi. Coffee - Sam
 - c. Board Positions – need list for Mid-Winter Member Meeting
 - i. Events – potentially Deb, maybe Rini
 - ii. Co-Presidents – Amy to stay as long as someone else is a co-president
 - iii. Membership - Susie/Jane
 - iv. Special Events - Hope/Nancy
 - v. Secretary – Sue
 - vi. Treasurer – Barry
 - vii. Hebrew School Liaison –
 - viii. At-Large – Jerry
 - ix. Liaison - Fran

- x. Web Content - Deb
 - xi. Sam to talk to Davood about Events or Secretary
 - xii. Amy to reach out to Scott on Hebrew School Liaison
 - d. Open Forum / New Business
7. Next Meeting – Thursday, 5 March at Sue’s house at 7pm.

The meeting was adjourned following a board motion at 9:29 pm. These minutes are submitted by Susan Goldfedder, Secretary, January 14, 2020.

SHORESHIM INC.
Treasurer's Report for December 2019
2019-2020 Budget

1/13/20

2019-2020			
ACTUAL THRU 1/13/2020	ANNUAL BUDGET		
	TOTAL	VARIANCE	

1-REVENUE

Amazon Smile Donat.
 Cornerstones Donat. (2019 only)
 Dues
 General Fund Donat.
 Interest
 Retreat
 School Fund Donat. (2019 only)
 School - Books
 School - Tuition
 Torah Fund (6939)
 Tzedukah Fund (6939)
 Accounts Receivable

0.00	50.00	-50.00	0.0%
0.00	0.00	0.00	0.0%
20,600.00	22,000.00	-1,400.00	93.6%
9,321.56	7,500.00	1,821.56	124.3%
517.66	20.00	497.66	2588.3%
1,450.00	1,500.00	-50.00	96.7%
0.00	0.00	0.00	0.0%
0.00	0.00	0.00	0.0%
1,050.00	900.00	150.00	116.7%
238.00	0.00	238.00	0.0%
373.81	0.00	373.81	0.0%
0.00	0.00	0.00	0.0%
33,551.03	31,970.00	1,581.03	104.9%

TOTAL REVENUE

2-EXPENSES

ADMINISTRATION

Advt & Marketing
 Commun. & Web Rental
 Consulting Fees & Admin. Support
 Insurance
 Office Supplies, Sw, Postage, Bank Fees, Misc
 PO Box Rental

1,343.75	5,000.00	3,656.25	26.9%
0.00	150.00	150.00	0.0%
2,253.00	5,000.00	2,747.00	45.1%
1,533.00	2,000.00	467.00	76.7%
220.84	500.00	279.16	44.2%
0.00	210.00	210.00	0.0%

5,350.59	12,860.00	7,509.41	41.6%
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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)	262.58	500.00	237.42	52.5%
Simchat Torah	50.70	150.00	99.30	33.8%
Tu B'Shevat	0.00	150.00	150.00	0.0%
	4,296.22	4,550.00	253.78	94.4%

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	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	2,681.80	3,400.00	718.20	78.9%
Retreat	1,901.58	1,500.00	-401.58	126.8%
	6,656.37	10,525.00	3,868.63	63.2%

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	61.03	1,000.00	938.97	6.1%

TOTAL EXPENSES

1,968.33	13,300.00	11,331.67	14.8%
18,271.51	41,235.00	22,963.49	44.3%

SURPLUS (DEFICIENCY) OF REVENUES LESS EXPENSES

15,279.52	-9,265.00	24,544.52	-164.9%
45.5%	-29.0%		

Percentage of Revenues over Expenses

2-A SIMPLE GESTURE

A Simple Gesture Contributions (6939)

562.00	500.00	-62.00	112.4%
2,318.87	3,500.00	1,181.13	66.3%

A Simple Gesture Expenses (6939)

ASSETS

CURRENT ASSETS

Suntrust Checking-1873
Suntrust Money Market-9444
Suntrust Reserve Account-6939
A Simple Gesture (ASG)
Torah Fund
Tzedakah Fund
Suntrust CD 12 Month
Suntrust CD 18 Month
Suntrust CD 24 Month

23,964.25
15,334.79
2,954.08
5,106.14
1,454.81
10,000.00
20,227.11
25,287.72
104,328.90

46	Families
66	Members

TOTAL ASSETS

Credit Card Accounts

Suntrust Credit Card
TOTAL Credit Card Accounts

0.00
0.00

CURRENT LIABILITIES

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