

# Shoreshim Board Meeting – 8/18/2020

Amy Joyce called the meeting to order at 5:19 pm via Zoom. Those present included: Amy Joyce, Eileen Harahan, Deb Kamins, Jane Hull, Barry Bleiweis, Sue Goldfedder, Susie Schmuckler, Jerry Gordon, Fran Freedman, Kari Uman, Davood Sedaghtfar, Ilona Kirzhner, Jenny Garfinkle, Rini Fell, and Sharon Singer.

## 1. High Holidays (Eileen/Kari/Davood)

- a. Eileen sent out the high holiday committees.
  - i. Celia Dallas – Erev Rosh Hashana
  - ii. Lindsey Iacovino – Rosh Hashana; Chanter - Rini
  - iii. Jenny Garfinkle – Kol Nidre
  - iv. Susie Schmuckler – Yom Kippur; Chanter - Sue
- b. Kari and Deb have been working on music and putting on-line.
  - i. Music – going well. Variety of individual live singing, Kari doing most chanting during services. Looking for recorded music (Gary playing guitar, Deb, Hannah, and Kari singing). Miles Stiebel will playing Kol Nidre on the violin, recording himself with video.
  - ii. Nancy Overman responded and is available to handle the technical aspects. We need to pay her as this is time consuming (2 hours for each service and prep time).
  - iii. Only costs are Gary's time and pianist's time (Lisa). Lisa is playing 3 pieces. 2 people from St Anne's have offered to put music and video together and they just asked for a donation to Global Camps. Lisa is getting \$50 for rehearsing and recording.
  - iv. Budget is \$3,000 and we should be under that easily.
  - v. Rini gave an option that for the Shofar if everyone wanted to just do the last part, they could record it and send to her and her daughter can join it together on the recording. Rini and Davood to discuss off-line.
- c. Washington Post Ad – We want to do this again. Sends them to the website to complete a form so we can follow up. Also add in the telephone number – 571-445-0563. Davood is calling Washington Post tomorrow to discuss. Put it in the Sunday before with the larger ad and just run one time.
- d. **Next Steps / Action Items:** Kari to send a link to Romemu as they do a good job of putting items up in the background during services (<https://www.romemu.org/onlinelearning/>).
- e. **Next Steps / Action Items:** Davood and Rini will discuss if they want to have everyone do the last part of the Shofar.
- f. **Next Steps / Action Items:** Davood to talk to the person at Washington Post to finalize ad this week.

## 2. Website / Social Media (Amy)

- a. Have been spending \$500 for an ad in the Washington Jewish Week. Question on if we should use this money for more targeted ads. Board passed the decision unanimously not to spend this \$500. Shoreshim can just be listed for free, just with no ad.
- b. For normal board meetings, does the board think that Marianne should be on for the last 10-15 minutes? Board decided no.
- c. Marianne sent an update which is detailed below.
- d. Facebook - Shoreshim Jewish Community (the public page) is now a member of the following Facebook groups and can post to them for free promotion of events:
  - i. Jewish Moms of NOVA – (540 members).
  - ii. Growing Jewish Families Neighborhood for Ashburn, Leesburg, Reston (109 members).
  - iii. NOVA Tribe Series (for 20s/30s) – (755 members).
  - iv. Requests pending:
    - 1. Northern Virginia Jewish Families and Individuals (751 members).
  - v. We have possible new design concepts for the Facebook banner (could also be adapted for ads, stationery, etc).
  - vi. The Shoreshim Hebrew School Facebook page has been unpublished. This means it is hidden from view, but it can be updated and republished whenever we are ready to update the materials and promote the school.
- e. Rini – She believes we can do a Hebrew School ad with Lori for free all through the year. Everyone was in favor of that.
- f. JCC goes to everyone who has a Jewish baby and gives them a basket of materials. **Action Item:** Rini to ask Lori to see how we can get a flyer in this basket the JCC provides for new babies.
- g. Website
  - i. E-mail Marianne if you see any errors on web page.
  - ii. New banner added on home page to announce High Holidays.
  - iii. Link to page with Deb’s letter of welcome and calendar of events.
  - iv. Link to a Google form for those wishing more info; info collected on this form is stored in a database available to anyone with Shoreshim Google Drive access (can be set up for those who need it).
  - v. TBD
    - 1. Add Caring Committee material to Members Only page.
    - 2. Create Memorial page for Ted. Amy called Shana last week and she loves the idea but has been caught up in other things. Will ask community for pictures and stories once this gets started.
    - 3. Rework Tzedekah and Tikkun Olam page (split to two and add new info).
- h. Google
  - i. Shoreshim Jewish Community is now Signed up for Google MyBusiness and appears when you type “Jewish Groups near me”.

- ii. Sign-up includes a promotion for some free ads, so could do something here for High Holidays?
    - iii. TBD
      - 1. Currently tied to Marianne's address; need to convert to a service account, with no fixed address.
  - i. Outreach
    - i. August 14 Shabbat was promoted on various Facebook groups (as noted above) and on the Gather DC web site.
    - ii. <https://gatherdc.org/calendar/> - perhaps ask Nancy, Hope, Kari if any new people attracted?
    - iii. When ad decisions are made and there is an ad to work with, Marianne can post to Reston Patch (free) and to Herndon, Falls Church, and other local Patch sites (for a nominal fee).
  - j. Newsletter - Tina began the process of soliciting materials, but other issues interfered. Marianne gathered material but it is on the back burner while other things (like HH) take precedence.
  - k. Other items TBD:
    - i. Add new hosts, besides Barry, to Zoom account.
    - ii. Create a new doc for Evite on how to use the account.
  - l. **Action Item:** Rini to talk to Lori about the JCC giving materials to everyone who is Jewish and has a baby and seeing if we can get a flyer in that basket.
3. Membership (Barry/Jane/Susie)
- a. There are about 14 people who haven't paid dues as of 1 July. Barry sent a letter with BCC on everyone who hadn't paid dues. Barry can send another letter or someone can call them. **Next Steps / Action Item:** Barry will send an updated list to Susie and Jane, who will review it for newer members and will remove them from the list and send the updated list to Fran. Susie and Jane will send e-mails to their list, while Fran will send e-mails to her list.
  - b. People initially expressed interest in small gatherings but as the dates got closer and they had to commit there wasn't enough positive response to hold the scheduled gatherings. Project shelved.
  - c. Wondering how many Shabbats during the year are all Rabbi led. Jane and Susie are willing to come up with topics and can lead the committees to guide them.
  - d. Hope is taking a little hiatus but will be back later.
4. Hebrew School Club Format (Rini/Deb)
- a. Only have 4 children.
  - b. Doing once a month club for discussing holidays.
  - c. Want to do another meeting a couple times a month to teach some Hebrew to the other kids.
  - d. **Next Steps / Action Item:** Rini to ask Scott Woldow to see if he wants to be Hebrew School Liaison.

5. Budget (Barry)
  - a. Sent out report.
  - b. Paying bills and following up on membership dues.
6. Updates and Action Items
  - a. Events (Amy/Eileen)
    - i. Shabbat Services on 23 August.
    - ii. Amy touched base with her cousin on “American Muslim”, which just came out around Christmas. Thinking about October after the High Holidays to show it and have a discussion group. Also has the Greensburg film.
    - iii. Everyone who completed a form is on committees. Eileen is keeping track of the number of participations. May send out a tentative committee list.
    - iv. Jerry, Rini, and Eileen are updating the Events Planning Guide. Need to add a section on Zoom.
      1. Marianne is doing research on Zoom so the committee chair can set it up. Also creating a “How to do a Zoom”.
  - b. Open Forum
    - i. Nothing else was brought up.
7. Recap of New Action Items – Responsibility and Timing
  - a. **Next Steps / Action Items:** Kari to send a link for Romemu as they do a good job of putting items up in the background (<https://www.romemu.org/onlinelearning/>).
  - b. **Next Steps / Action Items:** Davood and Rini will discuss if they want to have everyone do the last part of the Shofar.
  - c. **Next Steps / Action Items:** Davood to talk to the person at Washington Post to finalize ad this week.
  - d. **Next Steps / Action Item:** Rini to ask Lori to see how we can get a flyer in the basket the JCC provides for new babies.
  - e. **Next Steps / Action Item:** Rini to ask Scott Woldow to see if he wants to be Hebrew School Liaison.
  - f. **Next Steps / Action Item:** Barry will send an updated list to Susie and Jane, who will review it for newer members and will remove them from the list and send the updated list to Fran. Susie and Jane will send e-mails to their list, while Fran will send e-mails to her list.
8. Next Meeting – Wednesday, September 9<sup>th</sup> at 4:30 pm.

The meeting was adjourned following a board motion at 7:13 pm. These minutes are submitted by Susan Goldfedder, Secretary, August 18, 2020.

**SHORESHIM Jewish Community, Inc.**  
**Treasurer's Report for August 2020**  
**2020-2021 Budget**

8/18/20

1-REVENUE

Amazon Smile Donat.  
 Dues 2020-21  
 General Fund Donat.  
 Interest  
 Retreat  
 School - Books  
 School - Tuition  
 Torah Fund (6939)  
 Tzedukah Fund (6939)  
 Accounts Receivable

**TOTAL REVENUE**

	2020-2021			
	ACTUAL THRU 08/18/2020	ANNUAL BUDGET		
		TOTAL	VARIANCE	
	0.00	25.00	-25.00	0.0%
	14,317.27	21,050.00	-6,732.73	68.0%
	125.00	5,000.00	-4,875.00	2.5%
	244.71	500.00	-255.29	48.9%
	0.00	1,500.00	-1,500.00	0.0%
	0.00	0.00	0.00	0.0%
	295.65	750.00	-454.35	39.4%
	0.00	0.00	0.00	0.0%
	175.00	0.00	175.00	0.0%
	0.00	0.00	0.00	0.0%
	<b>15,157.63</b>	<b>28,825.00</b>	<b>-13,667.37</b>	<b>52.6%</b>

2-

EXPENSES

ADMINISTRATION

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

	0.00	2,000.00	2,000.00	0.0%
	31.48	700.00	668.52	4.5%
	770.00	6,000.00	5,230.00	12.8%
	0.00	2,000.00	2,000.00	0.0%
	0.00	250.00	250.00	0.0%
	0.00	220.00	220.00	0.0%
	801.48	11,170.00	10,368.52	7.2%

HOLIDAYS

Hanukah	0.00	200.00	200.00	0.0%
High Holidays incl Sukkot	42.39	3,000.00	2,957.61	1.4%
Lag B'Omer	0.00	150.00	150.00	0.0%
Passover	0.00	300.00	300.00	0.0%
Purim	16.54	300.00	283.46	5.5%
Shabbat (5)	0.00	750.00	750.00	0.0%
Simchat Torah	0.00	150.00	150.00	0.0%
Tu B'Shevat	0.00	150.00	150.00	0.0%
	58.93	5,000.00	4,941.07	1.2%

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 - A Simple Gesture	0.00	500.00	500.00	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%
Event Supplies	0.00	150.00	150.00	0.0%
Jewish Funeral Committee Membership	0.00	125.00	125.00	0.0%
Rabbi & Speaker Fees (6 planned)	800.00	3,000.00	2,200.00	26.7%
Rentals RCC,HH,FCPA	0.00	3,400.00	3,400.00	0.0%
Retreat	0.00	2,500.00	2,500.00	0.0%
	800.00	12,675.00	11,875.00	6.3%

SCHOOL EXPENSES

Book Purchase	0.00	0.00	0.00	0.0%
Graduation & Mitzvah Gifts	44.60	100.00	55.40	44.6%
Salary - Teachers	0.00	2,000.00	2,000.00	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	1.48	200.00	198.52	0.7%

	46.08	3,400.00	3,353.92	1.4%
<b>TOTAL EXPENSES</b>	<b>1,706.49</b>	<b>32,245.00</b>	<b>30,538.51</b>	<b>5.3%</b>

<u>SURPLUS (DEFICIENCY) OF REVENUES LESS EXPENSES</u>	13,451.14	-3,420.00	16,871.14	-393.3%
<u>Percentage of Revenues over Expenses</u>	<b>88.7%</b>	-11.9%		

2-A SIMPLE GESTURE

A Simple Gesture Contributions (6939)	712.50	0.00	-712.50	0.0%
A Simple Gesture Expenses (6939)	596.91	5,600.00	5,003.09	10.7%

ASSETS

CURRENT ASSETS

Suntrust Checking-1873	23,760.08
Suntrust E-Donations -2561	1,003.17
Suntrust Money Market-9444	11,836.33
Suntrust Reserve Account-6939	
A Simple Gesture (ASG)	7,704.21
Torah Fund	5,106.93
Tzedakah Fund	104.81
Suntrust CD 12 Month	10,225.82
Suntrust CD 18 Month	20,492.52
Suntrust CD 24 Month	25,624.00
<b>TOTAL ASSETS</b>	<b>105,857.87</b>

33 / 49	Families
48 / 61	Members

16 families not re-joined

CURRENT LIABILITIES

Credit Card Accounts	
Suntrust Credit Card-8602	285.00
Other Liabilities	

Federal Withholding	0.06
FICA Matching	0.00
FICA Withholding	0.00
VA Withholding	0.00
<b>TOTAL LIABILITIES</b>	<b>0.06</b>