

Shoreshim Board Meeting – 10/21/2020

Amy Joyce called the meeting to order at 5:04 pm via Zoom. Those present included: Amy Joyce, Eileen Harahan, Deb Kamins, Jane Hull, Barry Bleiweis, Sue Goldfedder, Susie Schmuckler, Jerry Gordon, Fran Freedman, Jenny Garfinkle, Rini Feil, and Sharon Singer.

1. High Holidays Debrief (Eileen/Deb/Susie)
 - a. Kudos – Everyone thought it went very well and was happy.
 - b. Number of Participants - The four High Holiday Zoom/YouTube events had between 225 and 283 views.
 - c. Approved extra \$500 for Courtney and Jenny recorded a video that was sent to her. She was very appreciative. Video is in Kol Nidre folder on drive if anyone wants to see it.
 - d. Advertising Results – Viewed by 127,382 people but we don't know anything else so that is still being investigated.
 - e. Since the High Holidays, we've gotten about \$1,900 in donations.
2. Hebrew School Club (Rini)
 - a. Overview of program - Main problem is that it is a very small group (one 2nd grader, one 3rd, one 5th and one 6th). Parents advise what they want and Rini tries to do it. Problem Base Learning was part of the program but the parents wanted to concentrate on the basics (learning about Holidays, prayers, and Hebrew) since the time has been shrunk. Last year concentrated on Jewish Holidays. Parents also want Hebrew so that was added in between Jewish Holidays. Hebrew portion is about 20 minutes now. After Hebrew, they are doing short issues. Thinking of opening up the Jewish Holiday sessions for anyone and advertising them as a way of getting potential new students.
 - b. Game plan – make discussions on Jewish Holidays to about an hour and a half, verses an hour for Hebrew and planning sessions. Currently budgeted \$3,000 for Hebrew School, but it may need to go up to \$4,000. The board voted unanimously to continue to fund the Hebrew school at the level presented by Rini (Jewish Holiday / Hebrew Club sessions being held monthly and open to non-member children and Hebrew instruction being held for member children the other 3 Mondays).
3. Budget / Financials (Barry)
 - a. Some expenses included Advertising / Marketing for Reston Patch and Washington Post, Admin expenses (Marianne), insurance (\$1,450), \$1,242 for High Holiday and some additional about ready to go out – should be about \$2,700 total for High Holidays. Barry hasn't seen an invoice from the piano player yet.

- b. Shoreshim has 2 different checking and 3 reserve accounts so Barry has to transfer money around. It takes quite a while to keep track of everything. Need to try to find a better way of doing this.
 - c. Quicken on-line is \$25 a month but anyone as co-treasurer could update it.
 - d. Latest budget is after the meeting notes.
 - e. **Action Item:** Jenny and Barry to discuss feasibility of Quicken on-line.
 - f. **Action Item:** Marianne to look into seeing if it is possible to ask people donating on-line (via Stripe) if they would like to pay the convenience fee.
4. Membership (Barry/Fran)
- a. We lost some families that didn't join this year. Some reasons cited were they moved, had health issues, were frustrated with having to plan events, and kids got involved in other Jewish organizations.
 - i. Glucks may still join.
 - ii. Not Rejoining – Vickie Nitschke, Lindsey Iacovino, Sheila Anders, David Kaufman, Susan Gerstein, Pat Kay, Susan Lyons.
 - iii. **Action Item:** Barry to send a list of names to remove from the Member's Only list to Marianne.
 - iv. Sharon said that she would update the directory. **Action Item:** Barry to send Directory Information to Sharon.
5. Website / Social Media (Marianne/Amy/Deb/Sharon)
- a. You Tube - The creation of the new Shoreshim YouTube channel means that, going forward, video content is a great thing to have and share. As of 10/21, the YouTube Channel has 45 subscribers (Marianne is working to find out who they are).
 - b. Allan Hoffman sent a set of screen shots he took of the Yom Kippur service and Marianne made that into a slideshow that has been posted to Facebook and the Web site and will be added to YouTube.
 - c. An introductory slideshow was created to encourage people to come to High Holiday Services. It has been viewed 131 times. There is a link on the Shoreshim website page to it.
 - d. Facebook - In the last 4 weeks, the Public page – Reston Shoreshim – had these numbers: 336 reached (viewed), 103 engagements (liked or responded).
 - e. Google - Shoreshim Jewish Community now has a business account on Google and will appear, for example, in a search for "Jewish groups near me." Going forward, Marianne wants to see about doing ads here as well and giving it more presence.
 - f. Newsletter - Gathering material with an aim to create and distribute the first newsletter in mid-November. Submissions to Marianne via Updates@restonshoreshim.org are encouraged.
 - g. Web Site Updates - Latest News Banner on Home Page features a slideshow of the Yom Kippur service. Mention of the Hebrew School has been updated with a

link to Learning Page, with contact info. Amy, Rini and Marianne will be meeting to discuss ways to promote it.

- h. Press List – Marianne is preparing a database to post on Google Drive of the various places that we can promote, either with free postings or paid ads, like Facebook (various Jewish family groups) and Patch (regions including, but not limited to Reston, Herndon, McLean, etc.). Moving forward, as we have events to share, we can decide which ones are advertised via the different places.
 - i. Zoom - The current Zoom plan costs \$14.99 a month and allows for one licensed host to schedule and control Zoom meetings. That license currently belongs to Barry, and so he - or someone using his email and password info - can schedule meetings and start them. (Emails relating to the meeting are sent from Barry's email, but other hosts can work around that.). It's possible to buy additional licenses and assign them to other users. One additional host license would bring the cost to \$29.98 monthly. Two additional host licenses would make it \$44.97 (There's a discount for all plans if you pre-pay a year in advance.). New licenses cannot be shared but can be moved from one user to another (Marianne hasn't yet determined if there's a limit to how many times a license can be transferred.) If there are people who regularly host Zoom meetings, additional licenses might be worthwhile. (FYI, Kari has a business account and has been using it to host.). If hosts change often and Barry doesn't mind sharing his email info, the current plan may be all we need for future.
 - j. Other Social Media – Marianne is planning to meet with Amy, Sharon, and Deb (Social Media Committee) next week to discuss graphics for use on Facebook and elsewhere, and new "Branding" – using Reston Shoresim (as is used on Web Site and YouTube) or Shoresim Jewish Community. Rini will also join to discuss advertising / promotion for the Hebrew Club.
6. Honoring Members (Amy)
- a. Thought it would be a nice idea to honor some members each year. We could get brass plates to affix to the side of the ark. Will also be on the website and possibly a banner.
 - b. Can call it "The Roots of Shoresim" for holding everything together.
 - c. Suggested maybe doing a board part on the roots and having it Velcro or something as it will change.
 - d. **Action Item:** All board members to think up suggestions for honoring members for next month's board meeting.
7. Movie Club (Fran/Amy)
- a. Fran would like to wait a few weeks because of the Retreat.
 - b. Amy can work with her cousin on sending us a link to "American Muslim" and then he will do a Zoom session with us to discuss the making of it and any questions. **Action Item:** Amy to talk to her cousin about a list of dates that he's available.
 - c. Rini's friend talks about the brain and can do a discussion on that.

8. Updates and Action Items

a. Events (Fran/Eileen)

- i. Retreat (11/14) (Fran) – Did a survey and over 20 people said they would meet outdoors. Reviewed outside places and found the Lakehouse (Reston Association property) costs \$165 for 3 hours. Deposit was \$125. Meeting outside in smaller groups from 11-1 and order lunches from a Café. Restrooms are inside and cleaned via Covid protocols (\$75 extra) and no one else is allowed there that day. We can also go inside and be separated if the weather is bad. Everyone needs to bring their own chair. **Action Item:** Website needs to be changed for this new Retreat. Fran will give a blurb on it to Marianne to post. **Action Item:** Fran to confirm with Pam that she cancelled the Rabbi. The Board decided that since it was just 2 hours and some people would be uncomfortable with people eating without masks to cancel the food. People can bring their own drinks and pen to sign the waiver. Board voted unanimously to move ahead with the retreat, just not having food.
- ii. Chanukah (12/13) (Eileen) – Have a good committee.
- iii. Shabbat (12/19) (Eileen) – was doing this with David Schneyer in Eileen's house, so that can't be done and has been cancelled.
- iv. Eileen has to update the calendar for the rest of the year. She will update next month and send to everyone on the board as we will probably have Zoom sessions so things like potlucks are gone. **Action Item:** Eileen to update the calendar based on Covid and send to the board.

b. Committees for 2020/21 (Eileen)

- i. Upcoming committee problems - Purim only has 1 person and graduation only has 2 people.

c. Deb took a picture of the board on this Zoom call so we can update the website.

d. Newsletter (Amy) – Send to Marianne anything you have on updates (personal) or community events. Working on getting this out now that High Holidays are over.

e. Open Forum

- i. Sharon Canner is having her hip replaced on Nov 17. Fran asked her if there is anything we can do for them and she said if we could provide dinner on Nov 18th, that would be great. They are vegetarian and would prefer a takeout dinner. **Action Item:** Sharon to send information on a good Vegetarian place in Herndon to Fran. **Action Item:** Fran to send to Robin to coordinate.

9. Recap of New Action Items – Responsibility and Timing

- a. **Next Steps / Action Item:** Marianne to look into seeing if it is possible to ask people donating on-line (via Stripe) if they would like to pay the convenience fee.
- b. **Next Steps / Action Item:** Jenny and Barry to discuss Quicken books and if we should move towards that being on-line.

- c. **Next Steps / Action Item:** Barry to send a list of names to remove from the Member's Only list to Marianne.
- d. **Next Steps / Action Item:** Barry to send Directory Information to Sharon so she can update it.
- e. **Next Steps / Action Item:** Website needs to be changed for the Retreat. Fran will give a blurb on it to Marianne to post.
- f. **Next Steps / Action Item:** Fran to confirm with Pam that she cancelled the Rabbi for the retreat.
- g. **Next Steps / Action Item:** All board members to think up suggestions for honoring members for next month's board meeting.
- h. **Action Item:** Amy to talk to her cousin about a list of dates that he's available for a Zoom discussion on his movie.
- i. **Next Steps / Action Item:** Eileen to update the calendar based on Covid and send to the board.
- j. **Action Item:** Sharon to send information on a good Vegetarian place in Herndon to Fran.
- k. **Action Item:** Fran to send information on Sharon Canner's surgery to Robin to coordinate.

10. Next Meeting – Wednesday, November 18th at 5:00 pm.

The meeting was adjourned following a board motion at 7:06 pm. These minutes are submitted by Susan Goldfedder, Secretary, October 21, 2020.

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

10/21/20

2020-2021			
ACTUAL THRU 10/21/2020	ANNUAL BUDGET		
	TOTAL	VARIANCE	

1-REVENUE

Amazon Smile Donat.	0.00	25.00	-25.00	0.0%
Dues 2020-21	17,109.56	21,050.00	-3,940.44	81.3%
General Fund Donat.	1,964.01	5,000.00	-3,035.99	39.3%
Interest	421.86	500.00	-78.14	84.4%
Retreat	0.00	1,500.00	-1,500.00	0.0%
School - Books	0.00	0.00	0.00	0.0%
School - Tuition	595.65	750.00	-154.35	79.4%
Torah Fund (6939)	0.00	0.00	0.00	0.0%
Tzedukah Fund (6939)	327.50	0.00	327.50	0.0%
Accounts Receivable	0.00	0.00	0.00	0.0%
TOTAL REVENUE	20,418.58	28,825.00	-8,406.42	70.8%

2-

EXPENSES

ADMINISTRATION

Advt & Marketing	604.00	2,000.00	1,396.00	30.2%
Commun. & Web Rental	47.22	700.00	652.78	6.7%
Consulting Fees & Admin. Support	1,947.00	6,000.00	4,053.00	32.5%
Insurance	1,450.00	2,000.00	550.00	72.5%
Office Supplies, Sw, Postage, Bank Fees, Misc	0.00	250.00	250.00	0.0%
PO Box Rental	0.00	220.00	220.00	0.0%
	4,048.22	11,170.00	7,121.78	36.2%

HOLIDAYS

Hanukah	0.00	200.00	200.00	0.0%
High Holidays incl Sukkot	1,242.39	3,000.00	1,757.61	41.4%
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%
	1,258.93	5,000.00	3,741.07	25.2%

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	270.00	1,500.00	1,230.00	18.0%
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)	1,700.00	3,000.00	1,300.00	56.7%
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%
	1,970.00	12,675.00	10,705.00	15.5%

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%
TOTAL EXPENSES	7,323.23	32,245.00	24,921.77	22.7%

<u>SURPLUS (DEFICIENCY) OF REVENUES LESS EXPENSES</u>	13,095.35	-3,420.00	16,515.35	-382.9%
<u>Percentage of Revenues over Expenses</u>	64.1%	-11.9%		

2-A SIMPLE GESTURE

A Simple Gesture Contributions (6939)	963.56	0.00	-963.56	0.0%
A Simple Gesture Expenses (6939)	2,042.52	5,600.00	3,557.48	36.5%

ASSETS

CURRENT ASSETS

Suntrust Checking-1873	23,469.64
Suntrust E-Donations -2561	1,003.17
Suntrust Money Market-9444	11,836.33
Suntrust Reserve Account-6939	
A Simple Gesture (ASG)	6,384.66
Torah Fund	5,107.25
Tzedakah Fund	-12.69
Suntrust CD 12 Month	10,225.82
Suntrust CD 18 Month	20,570.43
Suntrust CD 24 Month	25,722.72
TOTAL ASSETS	104,307.33

40	Families
56	Members

10 families not re-joined

CURRENT LIABILITIES

Credit Card Accounts	
Suntrust Credit Card-8602	515.74
Other Liabilities	

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