

Shoreshim Board Meeting – 11/18/2020

Amy Joyce called the meeting to order at 5:06 pm via Zoom. Those present included: Amy Joyce, Eileen Harahan, Deb Kamins, Jane Hull, Barry Bleiweis, Sue Goldfedder, Susie Schmuckler, Jerry Gordon, and Sharon Singer.

1. Events Committee (Eileen)

- a. Retreat – Great but only 2 hours with 25 people. Many active discussions and great feedback. Well planned and felt safe with being outdoors.
- b. Calendar lists all events as Zoom events for the rest of this year.
- c. There are 2-3 committees that are short members.
 - i. Graduation / Shavuot – May – Only has Scott and Celia.
 - ii. Purim – 1 person (Stephanie Martin, new member) so we definitely need more active members on this.
 - iii. Lag B’Omer has 8 people on that committee so we need to see if we can move some of them to those two committees. **Action Item:** Eileen to send members of Lag B’Omer committee an e-mail and ask for volunteers to switch committees.
 - iv. Yvette and Andy are supposed to be joining so they can also be added to these two committees.
- d. Events Planning Guide – updated by Eileen and Jerry. Just need how to do Evite instructions, which Eileen was hoping to get from Marianne. Right now we are doing Zoom, so it isn’t needed. Will need for the future, though. Marianne will be doing evites but the committees have to provide her with information for the evite. **Action Item:** Eileen to touch base with Marianne to see what information she needs to do the Evite.
 - i. Sharon suggested using Paperless Post, which is up to 50 invites for free. We have more members than that, in addition to others we invite so we don’t think that would work.
 - ii. Susie asked if Eileen could add to send the invite info to their new member e-mail (newmemberinfo@restonshoreshim.org) to determine if they should invite new potential members for each event. Right now, the committee sends to community via e-mail because of not having events in person. **Action Item:** Susie to send Eileen an e-mail from the new member e-mail address. **Action Item:** Eileen will add the e-mail address to the Event Planning Guide for the committee to send to that e-mail when they send to Marianne to do the evite.
- e. Next Year’s Retreat – Pam reserved Claggett for next year for Nov 13, 2021 at Powell Hall. Also reserved 6 rooms at the Inn for Saturday night. The deposit we couldn’t get returned from this year is being applied to next year.

2. Hebrew School Club (Amy)

- a. Amy and Rini got together about promoting Hebrew School. Then Sharon, Deb, Marianne, Amy, and Rini discussed how to promote. Certain sessions are just for members and then other holidays anyone can be invited. Working on brand name recognition this year. Hannukah will be promoted through Facebook and other Ads in the Patch's.
- b. Deb said that she would be willing to be the Hebrew School Liaison this year since they don't have one. Thanks, Deb!
- c. Last year we gave free membership to the person who was principal of the Hebrew School. Board voted unanimously to add that to the contract this year also. Once the contract is completed, Barry will refund Rini her membership.
- d. **Action Item:** Deb working on the contract for Hebrew School this year.

3. Budget / Financials (Barry)

- a. Treasurer Report attached after the minutes.
- b. High Holidays are totally paid for.
- c. Minimal donations have been coming in. Sue has all Thank You letters printed and addressed and is getting stamps so they will be mailed this week.
- d. **Action Item:** Amy and Barry need to talk to Rini about submitting her hours and doing the contract.

4. Membership (Barry/Susie/Jane)

- a. Directory is almost completely updated. **Action Item:** Barry will send the directory to the board for review before e-mailing to everyone on Members Only list.
- b. **Action Item:** Barry can reach out to Marianne to get a list of all the e-mail groups.
- c. Susie and Jane (New Membership) said it would make sense for them to take over the Thank Yous from Sue (Secretary) so they can add a more personal conversation letter for the new people.

5. Website / Social Media (Amy)

- a. Web Site Updates – There are no Upcoming Events listed. **Action Item:** Amy to have Marianne update Upcoming Events on the web site.
- b. Discussed Hebrew School Marketing with Marianne which will be the biggest focus.
- c. Sharon gave Marianne some terms to add to the search engine.
- d. Marianne cleaned up the banners so there is less going on.
- e. **Action Item:** Sharon to do some research on Facebook Ads and if it would make sense to use those. It looks like the Facebook ads cost an average of \$.97 per click and \$7.19 per 1,000 impressions.

6. Honoring Members (Amy)
 - a. We want a way to honor Ted Stewart. Potentially a scholarship or planting a tree, etc. We should add a plate for Ted to the Ark in memory of him as he had such a huge part in it.
 - b. **Action Item:** Amy looking into cost of the name plaques.
 - c. **Action Item:** Amy to send a reminder when she sends the draft agenda for everyone to think about honoring members to discuss more in the next meeting.

7. Movie Club (Amy)
 - a. Fran would like people to sign up for a movie e-mail list so she doesn't have to send to the entire community for each movie event.
 - b. Amy worked with her cousin on sending us a link to "American Muslim" for January. Everyone will have a week to watch it and then he will do a Zoom session with us to discuss the making of it and any questions. Her cousin does not want any monetary compensation. Mentioned that many people were part of Sisterhood of Shalom Salaam and he thought it might be nice to have the sisterhood included for the movie and discussion. Only 16 members in our chapter. Everyone agreed this was a good idea.
 - c. He would also be interested in doing this for "The Return" which is another of his movies.

8. Updates and Action Items
 - a. All Board Members need to create a paragraph of their job responsibilities.
 - b. Events (Eileen)
 - i. Chanukah (12/13) – Committee has been notified.
 - ii. Chanukah is the only event left for this year.
 - c. Newsletter (Amy) – Have one in progress that will be sent out soon.
 - d. Open Forum
 - i. No additional comments.

9. Recap of New Action Items – Responsibility and Timing
 - a. **Next Steps / Action Item:** Eileen to touch base with Marianne to see what information she needs to do the Evite so she can add it to the Events Planning Guide.
 - b. **Next Steps / Action Item:** Susie to send Eileen an e-mail from the new member e-mail address.
 - c. **Next Steps / Action Item:** Eileen will add the new member e-mail address (newmemberinfo@restonshoreshim.org) to the Event Planning Guide for the committee to send to that e-mail when they send to Marianne to do the evite.
 - d. **Next Steps / Action Item:** Eileen to send an e-mail to the 8 members of the Lag B'Omer committee and ask for volunteers to move to Purim or Graduation committees.
 - e. **Next Steps / Action Item:** Deb working on the contract for Hebrew School this year.

- f. **Next Steps / Action Item:** Amy and Barry need to talk to Rini about submitting her hours and doing the contract.
- g. **Next Steps / Action Item:** Barry will send the directory to the board for review before e-mailing to everyone on Members Only list.
- h. **Next Steps / Action Item:** Barry can reach out to Marianne to get a list of all the e-mail groups.
- i. **Next Steps / Action Item:** Amy to have Marianne update Upcoming Events on the web site.
- j. **Next Steps / Action Item:** Sharon to do some research on Facebook Ads and if it would make sense to use those.
- k. **Next Steps / Action Item:** Amy looking into cost of the name plaques for the Ark.
- l. **Next Steps / Action Item:** Amy to send a reminder when she sends the draft agenda for everyone to think about honoring members to discuss more in the next meeting.

10. Next Meeting – Have a little celebration. Meet for an hour and then get snacks and drinks and schmooze. Tuesday, December 22nd at 5:30 pm.

The meeting was adjourned following a board motion at 6:26 pm. These minutes are submitted by Susan Goldfedder, Secretary, November 18, 2020.

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

11/18/20

| 2020-2021 | | | |
|---------------------------|---------------|----------|--|
| ACTUAL THRU 11/17/2020 | 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. | 2,147.90 | 5,000.00 | -2,852.10 | 43.0% |
| Interest | 507.67 | 500.00 | 7.67 | 101.5% |
| 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) | 472.85 | 0.00 | 472.85 | 0.0% |
| Accounts Receivable | 0.00 | 0.00 | 0.00 | 0.0% |
| TOTAL REVENUE | 20,833.63 | 28,825.00 | -7,991.37 | 72.3% |

2-
EXPENSES

ADMINISTRATION

| | | | | |
|---|----------|-----------|----------|-------|
| Advt & Marketing | 624.00 | 2,000.00 | 1,376.00 | 31.2% |
| Commun. & Web Rental | 62.96 | 700.00 | 637.04 | 9.0% |
| Consulting Fees & Admin. Support | 2,354.00 | 6,000.00 | 3,646.00 | 39.2% |
| 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% |
| | 4,490.96 | 11,170.00 | 6,679.04 | 40.2% |

HOLIDAYS

| | | | | |
|---------------------------|----------|----------|----------|-------|
| Hanukah | 0.00 | 200.00 | 200.00 | 0.0% |
| High Holidays incl Sukkot | 2,897.39 | 3,000.00 | 102.61 | 96.6% |
| 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% |
| | 2,913.93 | 5,000.00 | 2,086.07 | 58.3% |

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% |

TOTAL EXPENSES

| | | | |
|-----------------|------------------|------------------|--------------|
| 46.08 | 3,400.00 | 3,353.92 | 1.4% |
| 9,420.97 | 32,245.00 | 22,824.03 | 29.2% |

SURPLUS (DEFICIENCY) OF REVENUES LESS EXPENSES

| | | | |
|--------------|-----------|-----------|---------|
| 11,412.66 | -3,420.00 | 14,832.66 | -333.7% |
| 54.8% | -11.9% | | |

Percentage of Revenues over Expenses

2-A SIMPLE GESTURE

A Simple Gesture Contributions (6939)

A Simple Gesture Expenses (6939)

| | | | |
|----------|----------|----------|-------|
| 963.56 | 0.00 | -963.56 | 0.0% |
| 2,042.52 | 5,600.00 | 3,557.48 | 36.5% |

ASSETS

CURRENT ASSETS

Suntrust Checking-1873

Suntrust E-Donations -2561

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

TOTAL ASSETS

| |
|-------------------|
| 21,555.79 |
| 1,003.17 |
| 11,836.63 |
| 6,384.66 |
| 5,107.25 |
| 132.66 |
| 10,225.82 |
| 20,608.23 |
| 25,770.63 |
| 102,624.84 |

| | |
|----|----------|
| 40 | Families |
| 56 | Members |

10 families not re-joined

CURRENT LIABILITIES

Credit Card Accounts

Suntrust Credit Card-8602

Other Liabilities

| |
|------|
| 0.00 |
|------|

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