

# Shoreshim Board Meeting – 2/21/2021

Amy Joyce called the meeting to order at 5:10 pm via Zoom. Those present included: Amy Joyce, Eileen Harahan, Deb Kamins, Barry Bleiweis, Sue Goldfedder, Jerry Gordon, Jane Hull, Fran Freedman, Rini Feil, and Sharon Singer. Special guests included: Steve Silver, Davood Sedaghatfar, and Lou Schmuckler.

## 1. Events Committee (Eileen)

### a. High Holidays.

- i. Jenny has agreed to do it again. Celia has agreed to do Kol Nidre again if someone is on her committee that would take it over in the future.
- ii. Needs someone for Yom Kippur day service. Eileen is going to reach out to Barry.
- iii. Need to have a conversation with St. Anne's to reserve the space, even though it may be Zoom. **Action Item:** Jerry to talk to St. Anne's about the dates.

### b. Retreat

- i. Reserved Claggett for the fall, along with a couple rooms for that night.
- ii. Sam got a nice postcard from Claggett to start thinking about 2022. It's a good idea to start to talk to them about rates and dates for 2022. Rosh Hashanah starts 25 Sept. Maybe we could do it in September when it's warmer. Possible solution is to pick a date for 2022 and move this year's deposit to Sept 10, 2022 or October 15th. Then we could do this year's retreat at the lake again or a pavilion because of social distancing. **Action Item:** Amy to reach out to Pam Light to discuss dates and moving deposit with Claggett.

## 2. Hebrew Club (Rini/Deb)

- a. New mother and 2 kids came to Hebrew Club Holiday (6 and 8 years old). Got e-mail today saying they loved the class and would be interested in joining weekly. She doesn't have a phone, just e-mail and lives in Reston. Sharon said she lives a couple doors down from her. Should have her fill out the paperwork so we have information on them for our families. She found us through the website. **Action Item:** Sharon to reach out to her about Shoreshim. Since it's halfway through the year, we can let them go without paying for this year. **Action Item:** Rini to forward the emails from her to Sharon.

## 3. Budget / Financials (Barry)

- a. Treasurer Report attached after the minutes.
- b. Spent 46% of revenue. Admin support, movie fees, etc.
- c. Added 2 new members.
- d. Design work that Marianne's daughter is doing ... right now Marianne is passing her hours off to her at the same rate. Everyone agreed that if she goes over by

2-4 hours a month for her daughter's work, that is fine. Want to break out so we know how much we pay for this.

- e. Advertising expense – we get 1 patch ad for free and it's \$1 a day for extra ones. Amy wants to know what we budgeted for advertising and marketing which is \$5,000. We all agreed we are good with the extra costs as they aren't much.
  - f. Barry sent out skills needed for Treasurer, which includes skills with Excel. Amy to review and see if there is anything that we can parse off from the treasurer.
  - g. Revenues are down, but so are expenses.
4. Special Donation to Cornerstones (Steve Silver / Davood Sedaghatfar)
- a. Steve Silver is the Shoreshim representative on the Cornerstone board. They do a lot from helping homeless, touching families, pantry, etc. and are a \$21M organization. This is their 50<sup>th</sup> year and have a great infrastructure. Shoreshim was one of the founding members. They are pretty healthy now and decided to adopt a deficit budget of \$175K. Organizations (churches and religious organizations) have stepped up and that is almost completely funded now. Asking if Shoreshim is willing to contribute more now to help them do more. Thinking \$5,000 would be a good number and help them. This would be on top of our yearly \$1,000 donation. We did give them \$5,000 total last year (an additional \$4,000) because of Covid. Barry said this would bring us down to 49% of our revenue and we could do it easily and still be okay for the year.
  - b. Listed on Cornerstones Web Site as Shoreshim. Steve will talk to them about updating it to Shoreshim Jewish Community. Barry said we are registered as Shoreshim, Inc.
  - c. Amy made a motion to donate \$5,000 total to Cornerstones for this year. All agreed and motion passed.
5. Archived Materials from Old Website (Lou Schmuckler)
- a. Lots of materials on our old website that we just left there and started over. Lou volunteered to review the material. Need to know how much and how we want to bring it over so we don't have too much.
  - b. Suggested that we approach it by selecting one thing, like a Shabbat, and going through items there that pertain to that and see what makes sense to bring over and how. Lou and Deb volunteered to review.
6. Marianne Update (Amy)
- a. Life Cycle Events.
    - i. Meeting on January 25 (Amy, Eileen, Robin, Tina, Jerry). Made good progress and Marianne made some good progress on adding Life Events to member only site. They have given input and invite the rest of the board to make comments to Marianne (cc Amy) and then will send to all members. **Action Item:** All Board Members to review Life Events page and provide any feedback to Marianne (cc Amy).
    - ii. Marianne's daughter is working on Shoreshim Cards to send out.
    - iii. Jerry is working on Yahrzeit dates and it will be included on website for month, along with newsletter. Add link for app where someone can light

a candle for Yahrzeit. **Action Item:** Jerry to write up something for Marianne to include in the newsletter.

7. Shoreshim Winter Festival

- a. Event 4: Yoga with Larry – 3/7 at 11:00. **Action Item:** Amy to talk to Marianne about sending a Save the Date for this.
- b. Discussed making this Winter Festival a yearly event as everyone liked it.

8. Updates and Action Items

- a. Reminder: All Board Members need to create a paragraph of their job responsibilities.
- b. Other Events (Eileen)
  - i. Purim (2/26).
  - ii. Shabbat Service (3/12).
- c. Movie Club (Fran)
  - i. Went really well. Making plans to look for the next one.
- d. Newsletter (Amy)
  - i. **Action Item:** Send updates or items to include in the newsletter to Marianne this week.
- e. American Muslim Donation (Amy)
  - i. Adam wouldn't take any money for it.
  - ii. Discussed making a donation to Muslims Giving Back in Adam's name. Amy made a motion to give them \$200. Board approved motion.
- f. Good Deeds Day (Rini)
  - i. Surprised at how much Shoreshim does in regard to the others.
  - ii. April 11<sup>th</sup> is International Good Deeds Day. They are extending it to a week. Theme is Food and Security.
  - iii. They want to highlight us through the duration, which is free advertising. Should send them an email. Bob had already written up something for a newsletter that he could send to Rini to promote A Simple Gesture.  
**Action Item:** Bob to send write-up on A Simple Gesture to Rini for Good Deeds Day.
- g. Open Forum
  - i. Discussed sending the Zoom invite for the next meeting as a calendar invite. **Action Item:** Amy is going to ask Marianne to send as an invite from now on.
  - ii. **Action Item:** Everyone please sign your name when you send out an email to the board so everyone knows who is sending it.

9. Recap of New Action Items – Responsibility and Timing

- a. **Next Steps / Action Item:** Jerry to talk to St. Anne's about the dates for High Holiday services.
- b. **Next Steps / Action Item:** Amy to reach out to Pam Light to discuss 2022 Retreat dates and moving deposit with Claggett.

- c. **Next Steps / Action Item:** Rini to send emails from new mom for Hebrew Club to Sharon.
- d. **Next Steps / Action Item:** Sharon to connect with the new mom that attended Hebrew Club to talk to her about Shoreshim and Hebrew Club.
- e. **Next Steps / Action Item:** All Board Members to review Life Events page and provide any feedback to Marianne (cc Amy).
- f. **Next Steps / Action Item:** Jerry to write up something for Marianne to include in the newsletter on Yahrzeit.
- g. **Next Steps / Action Item:** Everyone is to send updates or items to include in the newsletter to Marianne this week.
- h. **Next Steps / Action Item:** Bob to send write-up on A Simple Gesture to Rini for Good Deeds Day.
- i. **Next Steps / Action Item:** Amy to talk to Marianne about sending a Save the Date for Larry's Yoga for Winter Festival #4.
- j. **Next Steps / Action Item:** Amy is going to ask Marianne to send board meeting invites as an invite from now on so it can easily be added with zoom information to everyone's calendar.
- k. **Next Steps / Action Item:** Everyone please sign your name when you send out an email to the board so everyone knows who is sending it.

10. Next Meeting – Thursday, March 25<sup>th</sup> at 5:00 pm.

The meeting was adjourned following a board motion at 7:16 pm. These minutes are submitted by Susan Goldfedder, Secretary, February 23, 2021, on behalf of the Shoreshim Board.

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

2/23/21

2020-2021			
ACTUAL THRU 2/23/2021	ANNUAL BUDGET		
	TOTAL	VARIANCE	

1-REVENUE

Amazon Smile Donat.	0.00	50.00	-50.00	0.0%
Dues 2020-21	18,029.91	22,000.00	-3,970.09	82.0%
General Fund Donat.	3,092.08	7,500.00	-4,407.92	41.2%
Interest	732.32	20.78	711.54	3524.2%
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	900.00	-304.35	66.2%
Torah Fund (6939)	0.00	0.00	0.00	0.0%
Tzedukah Fund (6939)	1,008.85	0.00	1,008.85	0.0%
Accounts Receivable	0.00	0.00	0.00	0.0%
<b>TOTAL REVENUE</b>	<b>23,458.81</b>	<b>31,970.78</b>	<b>-8,511.97</b>	<b>73.4%</b>

2-  
EXPENSES

ADMINISTRATION

Advt & Marketing	665.83	5,000.00	4,334.17	13.3%
Commun. & Web Rental	290.06	150.00	-140.06	193.4%
Consulting Fees & Admin. Support	3,674.00	5,000.00	1,326.00	73.5%
Insurance	1,894.00	2,000.00	106.00	94.7%
Office Supplies, Sw, Postage, Bank Fees, Misc	154.75	500.00	345.25	31.0%
PO Box Rental	0.00	210.00	210.00	0.0%
	<b>6,678.64</b>	<b>12,860.00</b>	<b>6,181.36</b>	<b>51.9%</b>

HOLIDAYS

Hanukah	0.00	400.00	400.00	0.0%
High Holidays incl Sukkot	2,897.39	2,500.00	-397.39	115.9%
Lag B'Omer	0.00	150.00	150.00	0.0%
Passover	0.00	300.00	300.00	0.0%
Purim	16.54	400.00	383.46	4.1%
Shabbat (5)	209.10	500.00	290.90	41.8%
Simchat Torah	0.00	150.00	150.00	0.0%
Tu B'Shevat	0.00	150.00	150.00	0.0%
	<b>3,123.03</b>	<b>4,550.00</b>	<b>1,426.97</b>	<b>68.6%</b>

PROGRAM EXPENSES

Adult Study & Teen Activities	175.00	200.00	25.00	87.5%
Community Meetings	0.00	300.00	300.00	0.0%
Donations - A Simple Gesture	500.00	500.00	0.00	100.0%
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	100.00	100.00	0.0%
Jewish Funeral Committee Membership	0.00	125.00	125.00	0.0%
Rabbi & Speaker Fees (6 planned)	1,700.00	2,400.00	700.00	70.8%
Rentals RCC,HH,FCPA	0.00	3,400.00	3,400.00	0.0%
Retreat	165.00	1,500.00	1,335.00	11.0%
	<b>2,810.00</b>	<b>11,025.00</b>	<b>8,215.00</b>	<b>25.5%</b>

SCHOOL EXPENSES

Book Purchase	0.00	100.00	100.00	0.0%
Graduation & Mitzvah Gifts	44.60	100.00	55.40	44.6%
Salary - Teachers	0.00	11,000.00	11,000.00	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	1,000.00	998.52	0.1%

**TOTAL EXPENSES**

<b>46.08</b>	<b>13,300.00</b>	<b>13,253.92</b>	<b>0.3%</b>
<b>12,657.75</b>	<b>41,735.00</b>	<b>29,077.25</b>	<b>30.3%</b>

SURPLUS (DEFICIENCY) OF REVENUES LESS EXPENSES

10,801.06	-9,764.22	20,565.28	-110.6%
<b>46.0%</b>	-30.5%		

Percentage of Revenues over Expenses

2-A SIMPLE GESTURE

A Simple Gesture Contributions (6939)

A Simple Gesture Expenses (6939)

2,931.01	0.00	-2,931.01	0.0%
2,441.97	3,500.00	1,058.03	69.8%

ASSETS

CURRENT ASSETS

Suntr Bus CHK-1873

Resv E-Donat CHK 2561

Resv-A Simp Gest (ASG) Fund 2561

Resv-Torah Fund 2561

Resv-Tzedakah Fund 2561

Suntr Bus Savings-6939

Suntr Money Market-SAV-9444

Suntr-CD 12 Month

Suntr-CD 18 Month

Suntr-CD 24 Month

**TOTAL ASSETS**

20,687.21
0.00
7,916.68
5,107.25
704.66
500.26
32,521.17
10,225.82
0.00
25,918.21
<b>103,581.26</b>

44	Families
61	Members

CURRENT LIABILITIES

Credit Card Accounts

Suntrust Credit Card-8602

Other Liabilities

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