

## UVJC Board of Trustees

### Meeting Minutes

7/7/2015

7:00 pm – Roth Center for Jewish Life

**Present:** Richard Abel, Sue Berg, Felix Eskey, Gloria Finkelstein, Lori Hirshfield, Devora Gronauer, Robyn Jacobs, Deb Kaplan, Jeff Lubell, Laura Rosenthal, Rusty Sachs

**Absent:** Rachel Kleinbaum, Robert Shumsky, Stephen Woloshin

**Guests:** Rabbi Boraz (until item 7 – due to a rabbinic commitment)

1. Call to order and welcome by Deb Kaplan at 7:00 PM
2. President's Remarks
  - a. Education Committee
    - i. Felix has agreed to serve as the board liaison to the education committee
    - ii. According to the by-laws, the current education policy reflects a time when the school was largely volunteer run and staffed/run primarily by parents. The policy does not reflect our current structure with a professional education director and more formal curriculum and staffing. Deb will draft an amendment to by-laws which will better reflect the role of the education committee to support implementation of policy and serve as an advisory panel.
    - iii. The education committee is noted to have oversight of both the religious school and life-long learning. The committee will be structured to include a diverse membership with adult education as a sub-committee.
3. Approval of Minutes
  - a. The minutes from 5/5/2015 were reviewed
  - b. An amendment was recommended by Lori Hirshfield to more clearly reflect the plan for archiving records
  - c. Rich moved to approve the minutes with the recommended correction
  - d. Laura seconded the motion
  - e. Minutes were approved
4. Rabbi's Report
  - a. High Holidays
    - i. Will be having all services on campus. The Hanover Inn will not be used this year due to lack of space. More Reform prayer books were ordered.
    - ii. Evan Griffith is returning to lead the choir for Erev Rosh Hashana and the first day of Rosh Hashana.
    - iii. The Cantor has not yet been confirmed but it is anticipated that this will be completed by the end of this week.
    - iv. Hillel will be adding additional egalitarian services without instruments for Erev Rosh Hashana and Yom Kippur Minchah. These will be held at the Roth Center.

- b. Ruach committee
    - i. Rabbi expressed his appreciation of the work that is being done by the Ruach committee.
    - ii. Special services have been well attended and the membership seems excited by the new offerings.
  - c. Lunch and Learn
    - i. Rabbi expressed a need to reach speakers soon to obtain commitments for Lunch and Learn events throughout the fall. Education committee should identify dates (with Ruach committee) and desired speakers in the next few weeks.
  - d. Project Preservation
    - i. Went well with the students. Current site would be ideal for a broader community project.
5. Treasurer's Report
- a. Financial Statements for the period ending June 2015 were reviewed. Income from this year is similar to that from last year, expenses are down.
  - b. Projections for the remaining months put us slightly behind but close to budget.
  - c. Personal, handwritten letters have gone out to community members inviting them to increase membership to Chai or Tzadik level.
6. Religious School Enrollment
- a. Anticipated to be stable at 53 students
  - b. Religious school is hoping to do more outreach.
    - i. Question of how to best reach the population about the services offered
    - ii. Rabbi stressed ability of the school to be flexible with students scheduling needs, especially with the online learning component now available
7. Membership update
- a. Process of board members reaching out to those who inquire was reviewed
    - i. It was recognized that the process may need some tweaking but it will go into effect immediately
    - ii. Communication between administrative staff and board member responsible for contacting new/potential members will have to be clear
8. Ruach Committee update
- a. A summer schedule of services has been released with the next event being "Shabbat in Nature" at the Bema this coming Friday
  - b. Friday night dinners have been initiated and enrollment is good.
  - c. The committee is also getting feedback from members who are currently out of town that they would be interested in participating in future events
  - d. Calendar for services during 5776 has been published and distributed. Board has reviewed and recommends distribution to the membership both online and as an insert with the next mailing of *The Connection*.
  - e. This raised the question of converting the weekly email updates to an electronic format and Laura volunteered to begin this process using Constant Contact.

- f. Ruach committee is beginning to discuss programming for other holidays.
9. Upper Valley Interfaith Project (UVIP) Micah awards
- a. Nominee for this award through which the UVJC can recognize a member who serves the greater Upper Valley community is due by September
  - b. A request for nominees will be made to the UVJC community
  - c. A committee to collect, add to and review the nominee pool needs to be developed
  - d. Lori will convene this committee and start the process of seeking nominees
10. High Holidays
- a. Increased expenses noted last year with security being a significant cost. Level of security was discussed and decision was made to continue having Hanover Police provide coverage for all services.
  - b. Locations will be the same as last year: Rollins, Occum Commons, Roth Center. Hanover Inn was unable to accommodate all services.
  - c. High Holiday Appeal
    - i. Will continue to use cards from last year rather than seat packets. Will not distinguish between members and non-members.
11. Survey Results
- a. Jacob Crandall produced documents and met with a small group of board members (Gloria Finklestein, Jeff Lubell, Laura Rosenthal, Rusty Sachs and Deb Kaplan) to review results and discuss appropriate sub-grouping analyses to be run. The group met again to review the results further and to assign respondents who requested follow up.
  - b. Response rate was higher than anticipated and results largely confirmed our assumptions about demographics of membership and membership needs/desires.
  - c. Most of the membership is comprised of families and senior couples, more than 78% of the membership has been involved with the UVJC for over 5 years confirming the board's desire to attract new members. Members are about equally split between Reform and Conservative affiliations with a few in other categories.
  - d. "Community" was a common theme in free-text responses with most members looking for a sense of connection to a Jewish Community.
  - e. Next Steps:
    - i. Deb summarized results through an article in The Connection
    - ii. Jeff will meet with Jacob to re-tool the survey for use with non-members
    - iii. Lori recommended that we establish a process to use the information in the survey to direct board activity
12. Meeting adjourned at 9:00 pm

Respectfully Submitted,  
Robyn Jacobs  
Secretary