

UVJC Board of Trustees meeting Minutes
June 11, 2014
7:00 pm – Roth Center for Jewish Life Library

Present: Richard Abel, Felixa Estey, Devora Gronauer, Lori Hirshfield, Robyn Jacobs, Deb Kaplan, Rachel Kleinbaum, Rusty Sachs, Robert Shumsky, Michael Zegans

Absent: Mitchell Stotland, Gloria Finkelstein, Susan Israel, Dan Rockmore

Guests: None

1. Call to order and welcome by Deb Kaplan at 7:03 PM
2. President's Remarks:
 - a. Deb informed the BOT that Mitchell Stotland has resigned as a Vice President and board member effective today due to imminent plans to relocate. Mitch's (and his family's) contributions to the UVJC were acknowledged and he and his family will be missed.
 - b. The Vice President position will need to be filled, preferably from within the current board. Deb has asked for any interested board members to let her know
 - c. The seat on the board will also be filled and **Deb requests recommendations for this position.**
 - i. A name was suggested and discussed
3. Approval of Minutes
 - a. The minutes of the May 7th BOT meeting were reviewed for approval
 - i. Rich Able moved to approve the minutes and Mike Zegan's seconded the motion
 - ii. The minutes were unanimously approved without comment
4. Treasurer's Report
 - a. Rusty distributed a YTD P&L statement and reports that we are on solid footing for this time of year. P&L currently shows a surplus which is anticipated to meet operational needs for the summer months during which little to no income is anticipated.
5. High Holiday Funding
 - a. The board spent the remainder of the meeting discussing funding strategies for the high holidays including High Holiday tickets. Prior donation patterns from members and non-member attendees through the High Holiday appeal were reviewed. After much discussion the board reached the following consensus:
 - i. There will be an aggressive attempt to remind members and non-members of the need for donations to continue to support the high holiday services. Appeals will be placed on all written and electronic information regarding the high holidays

- ii. There will be a verbal appeal made at every service by a board member. This will include the Rollins service, the Reform service, The Family Service and the Tot Service.
 - iii. Other opportunities for giving will be limited around the High Holiday period to avoid confusion.
 - iv. Members and non-Members will be differentially targeted in a written appeal. Ushers at all services will inquire about membership status and provide different information to members vs. non-members. This will likely occur as a postcard with targeted information for these populations.
 - b. The logistical details regarding the appeal will be handled by a sub-committee including Rachel Kleinbaum, Lori Hirshfield, Rob Shumsky and Deb Kaplan. **Rachel will take responsibility for scheduling the first meeting of this sub-committee.**
6. Additional Items
- a. Concern was raised about the presence of personal information regarding UVJC board members on the website as it might relate to foreign travel or local interactions with anti-Semitic individuals.
 - b. It was requested that an experienced professional web-designer be contracted for help in streamlining the online payment process which is currently cumbersome and may be deterring individuals from making donations. This was approved and **Deb will work with members of the board to find an appropriate professional.**
7. Adjourn
- i. Felixa Eskey moved to adjourn, Rachel Kelibaum seconded the motion
 - ii. The meeting was adjourned at 8:10 pm

Respectfully Submitted,
Robyn Jacobs
Secretary