

Kol Ha'Emek, UVJC Board of Trustees
Meeting Minutes
2 August 2017, 7:00 pm – Roth Center for Jewish Life

Present: Bill Brown, Thomas Cochran, Matthew Henken, Rachel Kleinbaum, Jeff Lubell, Laura Rosenthal, Rusty Sachs, Robert Shumsky, Lynn Schwartz
Ex Officio: Rabbi Boraz

Regrets: Sue Berg, Debbe Callaghan, Felix Eskey, Deb Kaplan, Gloria Finkelstein, Robyn Jacobs, Steven Woloshin.

1. **Call to Order & Welcome (Rusty):** Reminder that all meetings are now for the full BOT, due to the amount of business.
2. **Approval of Minutes:** BOT meeting 7 June, 2017 approved.
3. **Treasurer Report (Bill):** Statements distributed earlier today, including Vanguard investments. Finances looking good. Income up a bit from last year. Expenses a bit down. Sorting out shared expenses with Hillel since Mar 2017 (~\$8-10k). Letter and invoices will be going for membership renewal. Chris de Pierro to add a section to the letter noting that payment by check/debit instead of credit card, saves us transaction fees.
4. **Staff Update (Rusty):**
 - Chris DePierro started as Community Coordinator/Office Admin on July 5 – and is doing a fabulous job. He is engaged and enthusiastic and “gets” what we are all about.
 - Melissa Herman is back and is organizing the Kol Ha'Emek Youth Retreat scheduled for September 8 and 9. Should be a great time and so far registration is looking robust. We warmly welcome back Melissa.
5. **Kol Ha'Emek Logo (Matt):** Matt presented several logos designed by his brother-in-law, a professional graphic artist. Discussion about preferences. Matthew will share revised options options tailored to our input thus far. We discussed whether the Hebrew name or transliteration should be more prominent, whether vowels should be included, and some other fine points. Agreed transliteration should be more prominent, and for the Hebrew vowels being omitted given how small they would have to be, and provide explanation of name on website.
6. **High Holidays (Rusty):** HH plans ongoing. Services will be held at Roth, Rollins and Occum Commons. The Alumni Hall venue fell through. There is a HH Committee (Tom Jacobs, Claudia, Chris, Rusty and Laura) and Rusty noted that the committee could use some additional help.
 - Moving the prayer books/ Torahs: will not be done by Dartmouth this year as the expense was very high. Tom Jacobs working out these plans – and will need some help.
 - **Fundraising.** We are planning 3 different ways to get the word out:
 - Speech on Kol Nidre (Give a shorter version at additional times and at all 3 venues either before services begin or during “Announcements” and show envelope).
 - Hand-outs. There was a discussion about how best to present this request for financial support, and how best to encourage non-members to donate.
 - Donation button is the UVJC website in various places including on HH schedule.

- The cost of High Holiday services runs about \$20-\$25k. Discussion about how we could better fundraise to cover these costs. Rob raised the concept of “anchoring” our donation request – such that we would suggest about how much might be appropriate to give. A preliminary discussion on this resulted in suggestions of about \$90 for an individual and \$180 dollars. There was also a discussion that the opportunity to “sponsor” the services for \$500 or \$1,000 dollars might bring in some donations. In 2016 approx, 115 people donated a total of \$23,000 with about 15 donors giving greater than \$500.
7. **Ruach Committee (Jeff):** Lovely Tisha B’Av service and a great contemplative service – both with excellent turn-outs. Plans in place for a quarterly contemplative service and more learning services. A calendar for the year will be distributed at HH services.
8. **Upcoming Events & Notes:**
- **Classicopia.** A night of Jewish Jazz tentatively scheduled for the first weekend in October. Rob Shumsky will work on this with Dan Weiser from Classicopia.
 - **20th Anniversary of Roth Center and Torah Dedication.** April 20-22 on Pres. Hanlon and Roth family’s calendar. Unfortunately coincides with public school vacation. Discussion re moving some of the events to another time as perhaps the timing of the main event can not be changed. Dartmouth College and the Roth family apparently both involved in selecting this weekend. Perhaps the re-dedication of the Torah and the celebration of 20 years of Jewish Life at the Roth could be 2 separate events? Kevin Hale is restoring the Torah – and suggestion that perhaps he could come to the religious school and educate the students as a separate school event. Will need a committee/ proposal/ calendar that is inclusive of all age groups. Tom Cochran and Dave Hoffer continue to lead the work on this, and will need others to lead events.
 - **Torah Covers.** Yoni Neirman continuing to work on Torah cover repairs. Bimah tablecloth will also need replacement. It is becoming frayed. We have budget for this. Jonah Kelinbaum and Yoni working on getting Torah covers repaired.
 - **Haverot Laderech women’s group.** Kudos to Hillary Ryder for some fabulous programming! The evening at Salt Hill Pub and Dartmouth Observatory was a big hit with more than 20 women attending.
9. **Next meetings:**
- Monday, August 21, 6pm – with NH Jewish Federation
 - Wednesday, September 6, 7 pm

Respectfully Submitted,
Lynn Schwartz (covering for Secretary Sue Berg)