

## Beth El The Beaches Board of Trustees Meeting

### Meeting Minutes August 15, 2019

**Members Present:** Charlie Frohman, President; Abby Steele, Immediate Past President; Sherill Herzfeld, Vice President; Tracy Aquilla, Vice President; Rachel Marcus-Hendry Mitchell, Secretary; Gary Herzfeld, Treasurer; Ron Van, Judy De Arman, Buzzy Klausner, David Marco, David Adler, MG Orender, Ron Rapaport, Neal Goldman, Vickie Kennedy.

Rabbi Matuson was in attendance. Elissa Feldman, Office Manager was also in attendance.

A quorum was established, and the meeting was called to order at 7:00 p.m. by Charlie Frohman, President.

**Approval of July 17, 2019 Minutes:** The minutes were unanimously approved.

**D'var Torah:** Rabbi Matuson decided to address a contemporary issue that the American Rabbinical leadership was wrestling with: "Are we obliged to have a Jewish funeral and burial when a person like Jeffery Epstein is so maleficent? What are the moral and ethical conflicts? If that had come to us here, would you permit him to have a funeral and burial?" The Rabbi encouraged the Board to discuss their points of view and listen to each other's opinions.

**President's Message:** Charlie recognized how much everyone does for our Synagogue and thanked them. "I asked Christian friends how they increase membership in their churches and I thought about major companies that look at how to increase sales and think we should look at what we are doing in a different way." When Charlie went to the last Bar Mitzvah he realized how enjoyable it was to celebrate this life event, and it "made me feel great!" "Think about why people come and join our Temple, what does it do for them?" The idea is to let our congregants know what it has done for each of us, how it makes us feel, and to share that with them rather than sell it."

**Treasurer:** Gary shared some good news. "The Rabbi's legacy initiative has paid down \$45,000 due to the Rabbi, MG and David and the generosity of everyone around this Boardroom." It has already paid nine months toward the mortgage. Charlie drafted a letter that he intends to send to the congregation. "The letter will say what an amazing project we initiated and we have 100% participation from the prior Board, and we will be there again

with the current Board, which is a great thing.” It’s a three-year commitment, and each one can determine what he or she want to contribute. I appreciate inheriting a balanced budget from Abby and Neal, and stress in the letter that they understand someone from the Board will be reaching out to them as well.” Both MG and David gave feedback as to what they would like to see included in the letter, with emphasis on what we could do if we did not have this mortgage looming over our heads. “We need to include the numbers so we maintain transparency.” There ensued further discussion about our goals.

**New members and Membership update:** Gary reported that we had 165 members, we gained by two and lost by one, a net of 166. Debra and Todd Rosen, family membership with children Lincoln and Ethan. The Board unanimously approved their membership. Also, Robert and Joy Selig, a family membership, were unanimously approved by the Board. The Bedries decided to step away from their membership. Charlie asked that we try to reach out the Arieff’s to see how we might support them as the husband is serving in the Guard overseas for a year. We might have a new member, the Steins still trying to reach them to confirm everything.

MG inquired about follow-up letters to reach out to new members and whether those leaving our congregation also receive a letter.

Sherill informed the Board that Grace will not be serving as membership chair due to personal obligations. Sherill offered to write letters to people who have joined or left Beth El. Rachel brought up the Ambassador Program and how it could facilitate this process of communication. David Adler also requested that the Brotherhood and Sisterhood get the names of the new members coming in to invite them to join the “hoods”. Charlie asked that we have a unified message so that we are consistent in what we are saying. Sherill said she would email Charlie the letter before she sends it out.

Gary did not hand out any financials as “we have a new bookkeeper and have to have time to roll out a report”. “We have \$85,000 in the bank, behind around \$30K from last year. I think most of this is due to timing, as we did not send out pledge letters till the end of July and need to give people time to respond.” To date, “we have not received about 30% responses”. I want to lay out a process next year so that the bills go out in early June, right after the annual meeting. The pledge form is cumbersome, so we are looking to streamline the correspondence. We need to recraft the letter so it doesn’t offend associate members and yet clarifies the nature of that membership since it does not include “life cycle events”. Gary also reported that 50-55 students are starting in the Religious School. He and Chip are present to register the student.

Charlie brought up an issue regarding a 'student exception' for the school. There was much discussion about this. The Board then made a motion to *change the Education policy to allow 4th grade students to enter school this fiscal year as a nonmember*. The motion was seconded and unanimously approved.

### **New Business:**

**Parent and Student Manual for the School** – Needed Board approval for the Policy and Procedure Manual. There was a motion to approve the manual. It was unanimously approved.

### **Board Committee Chair Reports:**

**Ways and Means-** Tracy reported that October 12th is "Celebrate the Seasons" event. She is "looking for 100% participation from the Board. The committee is meeting in two weeks, and the summation from last year's committee is that we need to do something different this year for our annual event. I will do research about a Hannukah raffle and report back at the next meeting." Neal suggested that we look at date right after the Super Bowl as that is when there are fewer parental obligations and commitments and we've had more participation.

**Policy and Procedure Manual-** Rachel reported that "much was accomplished last year; Vickie needs to look at the existing P & P manual and suggest what should be deleted. We welcome Buzzy and David Adler to the committee moving forward." Since Ron Van is chair of the House and Facilities Committee, she asked him to review and update the P & P and get that to her before the next Board meeting.

**Beth El Plaque** – Karen asked that we wait till she returns from Israel to hang the Plaque.

**Membership Committee** – Sherill reported that she is looking for someone to head the Membership Committee.

**Worship Committee-** Neal is working on honors and reminded Board members to get in their request for participation.

**Sisterhood** – Vickie reported that Sisterhood continues to be very busy. They are looking for volunteers to polish silver, prepare for the Break-Fast, decorate the lobby for Rosh Hashana, and Belles continues successfully.

**Brotherhood** –David reported that they will continue the dinners with the Rabbi and are seeking more attendance and members. They would like to get the younger generation involved. Inquired what the Synagogue might need from the Brotherhood, and are exploring some recreational events including the “shoot” and top golf.

**New Business:**

**Programming-** Sherill needs assistance in developing new programs for the Synagogue. She is looking for new individuals to head up expanding programs, like Soup contest, Havdallah at the Beach, Run a thon, etc. MG offered his staff to assist Sherill in any marketing support we need. Charlie suggested more joint Sisterhood and Brotherhood events.

**AED (Automatic External Defibrillator)-** Ron R. brought up a need for fundraising to help us purchase and install an AED; estimate is \$1,500.

As there was no further business, the meeting was adjourned at 8:24 p.m. The next meeting of the Board will be September 12, at 7:00 p.m.

Respectfully submitted,

*Rachel Marcus-Hendry Mitchell*

Rachel Marcus-Hendry Mitchell, Secretary

## Committee Reports