

Beth El The Beaches Board of Trustees Meeting

Meeting Minutes September 18, 2019

Members Present: Charlie Frohman, President; Sherill Herzfeld, Vice President; Rachel Marcus-Hendry Mitchell, Secretary; Gary Herzfeld, Treasurer; Ron Van, Buzzy Klausner, David Adler, Donne Ordile, Chip Morris, Neal Goldman, Vickie Kennedy.

Rabbi Matuson was in attendance. Elissa Feldman, Office Manager was not in attendance.

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

Approval of August 15, 2019 Minutes: The minutes were unanimously approved.

D'var Torah: Rabbi Matuson introduced author Howard Gardner, PhD, American Developmental Psychologist at the Harvard Graduate School of Education and his book *Leading Minds: An Anatomy of Leadership*. He referenced different leaders who found a narrative, that was good for the betterment of all. He then referenced the Book of Deuteronomy in which Moses is “telling a story so vividly so that that story becomes their own”. “I started to think about what would be our story? Why am I here? What does Beth El mean to me?” He challenged the Board to wonder what would a future Board at Beth El say about us, what sort of future would we present to them? He then mentioned how Beth El rescued him and gave him a place to be a part of, not from. “I wonder what our collective story is, and hope that our story is worthy of telling in the future. During this High Holiday, I pray our story is inspirational, that it be true, and that your hands and heart are in this place, and that we leave a legacy to be proud of. L'Shana Tova.”

President's Message: Charlie emphasized the importance of coming to the Bar and Bat Mitzvah of our students. He feels there is no better way to show support from the Board than to be present at these life cycle events. “I really would highly encourage a lot of people here to come.” It's amazing and enjoyable. He talked about the High Holidays coming, honors bestowed, and coordination with ushers. He feels the atmosphere here in the Board meeting to “be wonderful”, and he'd like it to remain “calm”. The Board commended Joy Shultz for her “New Member Shabbat” coordination.

Treasurer: Gary reported on our membership update; “We remain at 166 members, we gained two and lost two.” The two new memberships to vote on are: Craig and Diana Stein, three children, family membership. The Board approved the Stein’s unanimously. Joyce Perlowitz, single membership, Sisterhood member, now desiring to join as a member. The Board unanimously approved Joyce.

Both memberships are warmly welcomed.

We had two resignations, the Wachtel’s and the Rifkin’s. Sherill will follow-up with exit interviews.

Financial delinquencies: Policy & Procedures requires the Treasurer to report Quarterly updates on members: ten memberships in question. Gary reached out to the members and after an agreement, he then sent eight High Holiday tickets to them, two remain in question. Vickie will follow-up with one of the member’s in question. The other situation is pretty delinquent and “we’re trying to work out a payment plan with them” said Gary.

Gary reported “we have paid down an additional \$9,000 on the mortgage thanks to the Rabbi and people around this table. This is over and above the typical payment. Our present mortgage is now \$682,000, our original mortgage was \$1,855,000 in 2003.

He passed out our YTD financials from July-August 2019. We are slightly ahead of last year, by around \$8,000. Our performance for the year will round out once the High Holidays pass and fundraising is initiated.

The Finance committee looked at the line items, but we would like someone to review our Insurance policy. There was much discussion regarding this. Neal mentioned that on Yammer there is an insurance company that caters to Synagogues and Churches. Gary and the Finance team will follow-up and have it reviewed.

New Business:

High Holiday Ushers – Buzzy had positive responses for helping with the High Holiday coordination.

Policy & Procedure Manual- Update by Rachel reiterating that new members read and become familiar with the Manual. She reported that Facilities is on the cusp of completing and obtaining approval from the P & P committee, soon to go before the Board.

AED (Automatic External Defibrillator)- It is purchased and in the office. We are waiting for a cabinet, it is top rated, and is donated by the Brotherhood and Sisterhood.

Board Committee Chair Reports:

Ways and Means- Sherill reported on behalf of Tracy. “Remember that October 12th is “Celebrate the Seasons” event. She is “looking for 100% participation from the Board.” Please RSVP. The school will hand out to the students to take home to their parents.

Also, the Annual (Gala) event, scheduled for Feb 29th will be more casual, fun and upbeat, look for more details, soon.

Worship Committee – Preparations are under way and we will be setting out the books, setting up the chairs, etc. on Sunday. The Rabbi is working on the Honors. We thank the Adler’s for hosting the Cantor for Rosh Hashanah. We are looking for a host place for her during Yom Kippur. Neal also mentioned that “we will be unrolling the Torah, again on Yom Kippur”. He reminded us to use a Tallit over our hands so we do not touch the Torah. He questioned about the security and if the St John’s Sheriff’s office has responded with enough volunteer officers for the slots we posted with them. Ron Rappaport is out of the country. It was reported that we will pay the Cantor ½ her fee before Rosh Hashana and the other ½ after Yom Kippur.

Selichot is Saturday evening at 7 p.m., after Havdalah. It will be an ice cream event.

There was some discussion about who gets honors, what honors are given, and defer to Neal and the Rabbi if we have a question regarding this subject.

Neal thanked Buzzy for coordinating the ushers. Gary asked if it would be good to have a ‘stand-by’ list for honors. Neal stated that experience shows that missing honorees’ slots are best dealt with it at the moment.

Board members need to wear their badges, and new members need to have badges ordered for them.

Sisterhood – Vickie reported that Sisterhood continues to be very busy. They completed polishing the silver, plan to decorate the lobby before Rosh Hashana, prepare for the Break-Fast, looking for people to help serve for Sleichot. She asked the Board to please put on their calendars Oct 20th, Eva Grazel is a storyteller and she is phenomenal. We will be doing our SOAP program and putting them in local hotels for the Florida-Georgia game. Fashion show is scheduled for November 14th. We will also host a seminar on Oncology and Dementia. Charlie inquired if we were planning on something for Hubbard House?

Brotherhood –David reported that they will continue the dinners with the Rabbi and are seeking more attendance and members. Working with MG

on a Brotherhood evening of golf, and Howard Schare with the Jacksonville Clay Target Sports.

New Business:

Programming- Sherill reported that we will have “Havdalah at the Beach” November 2nd at Mickler Beach at 6:00 p.m. Tris Barber will be coordinating this event.

As there was no further business, the meeting was adjourned at 8:12 p.m. The next meeting of the Board will be October 16th, at 7:00 p.m.

Respectfully submitted,

Rachel Marcus-Hendry Mitchell

Rachel Marcus-Hendry Mitchell, Secretary

Committee Reports

COMMITTEE: Finance Committee

MTG DATE: 9/10/2019

CHAIR: Gary Herzfeld

ATTENDEES: Chip Morris, Michael Barkan, Len Elikan, Rob Fleischmann

TOPIC/S FOR DISCUSSION: Membership update, Bank accounts update, August YTD financial results, Reviewed Finance-related Bylaws & Policy/Procedures

OUTCOMES/COMMITTEE ACTION: 2 new members approved, edits needed to policy/procedure and Bylaws. Separate session to be held to work through revised Special Assistance process. Also need to research if House/Insurance Committee exists and determine who would be best to review Beth El insurance policies.

NEXT MEETING DATE: TBD – after HH

SUBMITTED FOR BOARD INFORMATION ONLY (Y/N)? N

IF NO, LIST ACTION ITEMS FOR BOARD ACTION:

- 1. Approve new members**
- 2. Review financial update**
- 3. Determine who should review insurance policies**

Submit prior to the monthly board meeting to the Secretary of the Board.

COMMITTEE: Facilities

MTG DATE: 9/17/19

CHAIR: Ron Van

ATTENDEES: Buzzy, Danny

TOPIC/S FOR DISCUSSION: Pressure washing building, walk, school building & weeding of bushes in front, trimming trees, trimming sukkot at side of building.

OUTCOMES/COMMITTEE ACTION:

Accomplished pressure washing of main building. Danny Cohen donated the work for pressure washing walk, cleaning school building, removing old pump & trimming trees. Our lawn service people will complete the trimming of the sukkot

NEXT MEETING DATE: 10/24/19

SUBMITTED FOR BOARD INFORMATION ONLY (Y/N)? YES

IF NO, LIST ACTION ITEMS FOR BOARD ACTION:

COMMITTEE: PROGRAMMING

MTG DATE: August 21, 2019

CHAIR: Sherill Herzfeld

ATTENDEES: Hannah Moore, Tris Barber

TOPIC/S FOR DISCUSSION: Creating new and engaging programs for current and prospective members. In lieu of membership vacancy, this is the best way to approach membership retention and interest.

OUTCOMES/COMMITTEE ACTION: We have come up with 3-4 ideas that we will take to fruition.

1. Havdalah Service at the Beach: worked through Rabbi. Date set for November 2, 2019. Working with St. Johns County to get access to Mickler Beach for parking. Rabbi will conduct service. Open to all members and trying to limit to prospective members in Nocatee as to not create too big of a gathering for our first time out. All planning to be led by Tris Barber

2. "Soup-er" Bowl Cook Off: looking to create a soup contest the Sunday in between NFL playoffs and Super Bowl. Charge for soup submissions. Charge for tasters. Have a panel of judges and a small prize or trophy. Open to all. Can grow in the future to incorporate raffles, photo booth, etc. Keep it simple for the first year. Have asked someone to lead but will create a full program to go to others if need be.

3. Taste of Judaism/Bubbe's Kitchen: quarterly cooking discussion/class on all the favorite recipes associated with our religion. No date decided and looking for someone to lead this.

4. Business Networking: have a monthly meeting of Jewish professionals to work together and help each other build their business. Someone has been approached but not finalized a leader.

5. Matzo Run: a 5K run/walk during Passover....eat so many carbs could be a good group activity. Need leader.

6. New Member Shabbat: Joy Shultz is continuing this warm reception for our new members. Will be done 2-3 times a year. First one needed to be rescheduled to this Friday, September 13, 2019 due to hurricane Dorian

NEXT MEETING DATE: Week of 9/16 **SUBMITTED FOR BOARD INFORMATION ONLY (Y/N)? N** **IF NO, LIST ACTION ITEMS FOR BOARD ACTION:** 1. Would love help selecting and approaching members to lead one of the 3 above.

COMMITTEE: Education

MTG DATE: 9/8/19

CHAIR: Donne Ordile

ATTENDEES: Gary Herzfeld, Donne Ordile, Vickie Kennedy, Lori Shapiro, Laurie Berger, Chip Morris

TOPIC/S FOR DISCUSSION:

1 new student
New teacher in pre k/k/1st grade
Sukkot- Pizza in the hut Oct. 13th
Guest speaker, Eva Grazel Oct. 20th
Treasurers report
Fundraising ideas

NEXT MEETING DATE: Oct 13th

SUBMITTED FOR BOARD INFORMATION ONLY (Y/N)? N

COMMITTEE: COMMUNICATIONS MTG DATE: _____

CHAIR: SHERILL HERZFELD

ATTENDEES: TOPIC/S FOR DISCUSSION: ONGOING: • Improve Beth EI website • Work to find ways to promote Beth EI on social media • Keep digital photos current with Elissa

OUTCOMES/COMMITTEE ACTION: • Through the fabulous help of MG and his co-worker, Marissa Clark, Beth EI website is now mobile ready • It is easier to read on your phone • Make sure all send their event photos to Elissa so she can maintain a digital footprint