

Beth EI Board of Trustees

Meeting Minutes October 11, 2018

Members Present: Abby Steele, President; Neal Goldman, Immediate Past President; Charlie Frohman, President Elect; Karen Toker, Vice President; Sherill Herzfeld, Vice President; Chip Morris, Treasurer; Tracy Aquilla, Stuart Rosenthal, Ron Van, Judy DeArman, Donne Ordile, Ed Mercel, David Marco, Ron Rapaport, Vickie Kennedy.

Rabbi Matuson was in attendance.

A quorum was established, and the meeting was called to order at 6:30 p.m. by Abby Steele, President.

Approval of September 2018 Minutes: September 6, 2018 minutes were corrected to include: that Bruce Schwartz is not a member, "2400 Jewish units should include "in Jacksonville" four hundred of which are from the Beaches, and two typing errors: Selichot and Fashion. The minutes were approved and accepted with these corrections.

Abby expressed her desire to keep the Board meeting to one hour. She asked that the committee reports be brief. There was some discussion about how to achieve that and that Rachel will send the committee reports to the Board prior to the meeting to try to facilitate a more efficient meeting.

D'var Torah: Rabbi Matuson addressed the Board: "This week's Torah portion is about Noah and the Rabbis concluded that he was a righteous man in his generation. He didn't help anyone, he didn't do anything beyond what G-d asked him to do. He only helped himself. He was not a leader. A good person isn't always a great person. He failed to allow his own sense of morality to influence him. What a leader does is try to consider the proper course for himself and allows people to be a part of it. A leader influences others. In the end Noah failed, his punishment was being exiled. "I hope that Beth-El takes this to mind as you lead the congregation. I am also looking at a world that is in desperate need of true leadership. I hope we all learn from Noah's lesson."

President's Message: Abby Steele, President of the Board, commented that "this is a group that works really hard to be gracious and do the right thing. We work to bring Shalom to congregants and we make decisions in what we believe is always in the best interest of the Temple. You have to believe that what we've done in this room is to the benefit of all of us. That has to be our belief system. If anyone in this room feels it is not what they believe, then feel free to approach me."

Karen responded that often people have different opinions and "as long as our process is good, we can all go out and feel that what is decided here is in the best of our synagogue". Charlie commented that when we say "the right thing", it makes someone, who has an opposing opinion feel like they are doing "the wrong thing". "Make your argument but let's not try to beat up each other. After the Board votes on something, it's a democratic decision and we should go out there and express that it is a unified decision."

Treasurer: Chip reported four new members: Michael Sims, family membership, children 16 & 21; Eileen Thrasher, single membership, mother of a family member; Ilicia Sugarman and Scott Schlossman, family membership, two kids enrolled in the school; Judith Kayloe, single membership. To date, we have approximately 155 memberships. Each membership was voted upon and unanimously approved. Welcome!

As Chip passed out the financial Budget vs Actuals: FY 2017-2018, July-September 2018. We have accumulated 22% of the annual revenue for the year. We are approximately \$44,698 as net surplus, better than we did last year. Karen asked about the building fund. Are we able to take all the building fund money and now put it toward the building fund separate account? Chip replied that \$18,000 was applied toward the building fund. That number was the FYI '18 revenue for the building fund. Chip intends to move it towards the mortgage at the end of the calendar year. Neal felt we have a fiduciary responsibility to give ourselves a cushion for unexpected expenses. There ensued an in-depth discussion about fundraising, anticipated dues paid and building fund usage.

Karen made a motion that all the building fund monies from July 1, 2018 will go into a separate building fund account. Chip addressed how he can move the money from general revenue and what he did in the past. A vote was called for and did not pass. Another motion was submitted by Neal that stated: "As of July 1, 2018, all monies taken for the building fund will go into the building fund (line item) bank account. The money will be transferred to pay down the mortgage at the treasurer's discretion." The motion was seconded and approved by the majority, with one abstention. The motion passed.

Business:

Vice President, Sherill Herzfeld - She updated the new 90 day membership campaign. The New Membership 90 day Campaign Proposal was passed around, explained and the pros and cons were discussed. This is Grace and Ron's co-chairmanship that are trying to increase the membership at Beth-El. The rationale is that an introductory rate is far better than an empty seat. A motion by Neal was presented that "We accept the New Membership 90 Day Campaign from January-March 2019". It was unanimously accepted.

Liaison Committee- Tracy reported that two groups came to meet with her. The number one concern was the desire for transparency between the Board and the congregation. The following were suggestions: Short term-1. Publish the Committee Chairs in the eblast; 2. Post Board minutes on the website; 3. Improve the sound system; 4. Post by-laws on the web site; 5. Purchase new High Holiday books-cost is thousands of dollars.

Long Term- Inquiry about how the Board members are chosen. There is a lot of confusion. Our By-Laws are very specific, but we either need to let everyone know that these are in the rules. "I would like to go over this and communicate with them." Maybe it's just letting people know by sending out the by-laws, so they see how candidates are chosen. I will take this back to the Liaison Committee and have them work on it. There was much discussion about how we address this. I think it was a good meeting because they had a meeting where they could be heard."

New Temple Administrator hired- We had a lot of applicants. Elissa Feldman will begin 10/16/18. She was a member at Ahavad Chesed and she knows the Rabbi. She presently works as an executive assistant for an accounting firm. We are very excited to have her join us. Neal reminded the Board that the committee chairs must remember that she does

not work for them. We all need to be respectful of her time and work commitments. We welcome her on board!

Board Committee Chair Reports:

Adult Education - Continuing enrichment programs.

Social Action – Has been very successful. We also have a new project for BEAM.

Archive – See attached from Karen Toker. The goal is to digitize from 2018 moving forward. Rachel and I will be working on digitizing and formatting the minutes.

Communication – Sherill reported that she sent Press Releases about the Rabbi's announcement that he will defer some of his salary once he receives Social Security, to paydown the Synagogue's mortgage. These were sent to the various TV stations and print media. She hasn't heard back from anyone yet.

Membership Committee- Sherill reported on behalf of Grace the following:

1. She will be sending out 360 "Shalom y'all" letters to the Beaches and Nocatee unaffiliated Jewish community.
2. Want to have a quarterly new member event and gifts
3. Sign-in book in the vestibule for guests.
4. 5k run-staff run for Beth-El with new Trifold info
5. Birthday greetings
6. Board members be an Ambassadors to new members

Ways and Means- Tracy reported that the Gala will be at Marsh Landing. For "Celebrate the Seasons", we are anticipating around 70-80 people.

Education – Donne indicated that we need restaurant gift cards from the Board for the Hannukah dinner basket. Fun Pizza night for the kids in November.

Sisterhood – Vickie reported Game Day with 96 ladies; Fashion Show November 1st coordinated by Sherill. Tammy sent 20 care packages to college students.

Brotherhood – Reported by Charlie, successful dinner with the Rabbi. Discussed perhaps offering time on a Sunday morning, looking to expand the membership. Ron R. commented that they will try to expand the membership and expand the group to attract younger guys.

New Business:

The question was asked if names were going to be added to the directory. Tracy responded that there are approximately 20 names and we will add an addendum put into the Directory.

As there was no further business, the meeting was adjourned at 8:10 p.m. The next meeting of the Board will be, November 15th, at 6:30 p.m.

Respectfully submitted,

Rachel Marcus-Hendry Mitchell

Rachel Marcus-Hendry Mitchell, Secretary