

## Beth El The Beaches Board of Trustees Meeting

### Meeting Minutes November 19, 2019

**Members Present:** Charlie Frohman, President; Sherill Herzfeld, Vice President; Rachel Marcus-Hendry Mitchell, Secretary; Gary Herzfeld, Treasurer; Abby Steele, Past President; Ron Rapaport, Buzzy Klausner, David Adler, Ron Van, Chip Morris, Neal Goldman, Grace Belkin, 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 the October 16, 2019 Minutes:** The minutes were unanimously approved.

**D'var Torah:** Rabbi Matuson discussed the life of Sarah. It is a powerful definition of grief. Abraham shared a life with Sarah and wants to honor her with a resting place and he selects a special, majestic looking cave. G-d promised him the land, but the Hittites owned the land and they asked for a high price for the cave. He didn't want to negotiate and they proposed a price that was ridiculous. He didn't bargain. He said "I want to pay the full price". And that concept began a guiding principal because there are sometimes you just don't look for short cuts. There are some things worth wanting to pay the full price. *Kessav Malahau* – there are some things you are not looking for a short cut. "I think you, the Board are some people who understand and know that there are some things worth paying for."

**President's Message:** Charlie said he looks forward to having a "mortgage burning party when we pay down the entire mortgage of the Synagogue". "I want to thank Sherill for the press release about the Rabbi's Legacy and subsequent coverage by the Ponte Vedra Recorder." Charlie referenced the missiles in Israel and asked us to do what we can to support Israel. He also commended Vickie for how she handled the fire scare at the Synagogue and was thankful for the St. Johns County Fire Department for their professional and respectful response. He wrote a thank you note to them. School was cancelled. There was a problem with the AC and the repairs have already been completed.

**Treasurer:** Gary began with the legacy initiative. The mortgage is presently \$665,000. Charlie sent out letter to all our members, “around \$3,000 was donated; the honoring of a member’s recent passing generated some money toward our legacy. In addition, we had an additional \$22,000, donated with \$15,000 donated as a future commitment moving forward toward our legacy. We have about \$40,000 from our membership.” Gary introduced the opportunity for donations of stock and tax-free IRA distributions. He drafted a mock-up flyer outlining different options for people to contribute to the Synagogue. This will then be posted on the website.

We have one new family membership, Robert and Monica Kohn. They have two children, both to be b’nai mitzvah. They were warmly and unanimously accepted by the Board. That brings the membership to 168.

Gary then passed out the YTD Budget from July-October ’19. He pointed out that we are \$4,000 ahead of last year’s budget. There are a couple of concerns: by the end of the fiscal year we may be in a deficit because we were planning on being up by four families, and presently we only have one additional family member. The budget does not include the \$8,000 in payment for the air-conditioning repairs, and he wonders if the “Legacy” might cannibalize our fundraising efforts moving forward.

Sherill mentioned that Nocatee Shalom Club wanted to partner with us and look at mutual programming.

Gary wants to partner with other committee’s (like House/Facilities) to look at potential expenses. He then discussed that “we pay a lot for energy, and so we are meeting with Beaches Energy to look at our peak charges”.

### **New Business:**

Charlie requested that if anyone has anything necessary for the Board meeting please try to get it out as soon as possible.

**Policy & Procedures** – Two of the three committees (Security & Facilities) that were initially on the agenda will be deferred for the next meeting so that each respective committee could revamp their document. The changes proposed would be color coded. Next they’ll be sent to the appropriate chain prior to review by the P & P committee. Then they will be presented at the next Board meeting.

Rachel commended Ron and the Security Committee for working so diligently and meticulously in developing the Security manual and P & P with the intent on keeping us safe.

Rachel reported that the Policy & Procedure committee met November 15<sup>th</sup> and reviewed Finance, Security and Facilities Committees. She explained that the P & P committee's role is to review, check for grammatical errors, verbiage consistency, redundancy and relevancy to the manual as a whole. It then goes to the Board for review and approval. Once approved, it is incorporated into the P & P manual.

Gary submitted, on behalf of the Finance Committee, the changes and recommendations to the Board. Each change was unanimously approved, with the exception of under *The Treasurer's responsibility*, the proposed verbiage for f. was changed to: *For supporting the audit of books by the Audit Committee when requested by the Board*. This change was unanimously approved. These changes will be incorporated into the P & P document noting the date of approval.

The Procedure for Special Assistance Request form document has been changed to allow flexibility for the Committee to inquire, if need be, at their discretion. There was much discussion concerning this. It was unanimously approved.

Charlie will work with Elissa to make certain that each Board member gets an Index card with security information, code and phone number. The cards will then be laminated.

David Adler brought up about our Burial P & P. It was requested that Neal, as Ritual Chair, create more clarity under this section. Rachel also asked that the Ritual Committee look at their part in the P & P to make certain it still reflects what we need.

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

**Ways and Means-** Sherill reported on behalf of Tracy. Gala Update –Please reserve Feb 29<sup>th</sup> to attend at Atlantic Beach Urban Farms. We will be using “Perfect Pour” to bartend; we have live music and DJ; and Berry Food Truck. in lieu of an auction, we will have a “Giving Tree”. The tree will have leaves that you can fill out to donate. It will then be moved to the Synagogue, so we can continue creating opportunities for giving when we have other programs.

**Programming** – Sherill reported that on March 29<sup>th</sup>. “We will have a BEST SUPER CHEF event. This also gives us an opportunity for using the Giving Tree for additional donations. The entry fee is \$25. People will bring soup in a crock pot, and we will be able to taste test. A prize will be awarded at the end of the contest. This programming will be in combination with the Ways and Means Committee.

**AED** – Charlie reported that he hopes Scott Silvers and the manufacturer of the machine will present a training on how to use the machine, for as many congregants are interested. Ron asked about the bracket and it will be put up by the Presidents Board so it is visible.

**Education** – Student-led Shabbat coming up. Thank you to MG and Charlie for electronic donations for a basket to auction off. Trivia Pizza at 5:30 December 12<sup>th</sup> is the Chanukah party.

**Communications** – Sherill reported that she has updated every members address on the webpage. The calendar is not working, so it was decided that she would delete it.

**Sisterhood** – Vickie reported that “Sisterhood delivered lunches to both Fire Stations for their response to our fire. The Fashion Show was phenomenal last week. There were over 100 people who attended. Thank you to Sherill and Rachel for co-chairing the event. Belles continues to meet.

**Brotherhood** – David reported that our dinner at Blue Sky Golf was preempted by two funerals, so it will be rescheduled. We have dinner with the Rabbi December 2<sup>nd</sup>. He suggested that we will have additional menu items to choose from.

As there was no further business, the meeting was adjourned at 8:01 p.m. The next meeting of the Board will be Tuesday December 10, at 7:00 p.m.

Respectfully submitted,

*Rachel Marcus-Hendry Mitchell*

Rachel Marcus-Hendry Mitchell, Secretary

# Committee Reports

**COMMITTEE:** Finance Committee  
11/14/2019

**MTG DATE:**

**CHAIR:** Gary Herzfeld

**ATTENDEES:** Chip Morris, Michael Barkan, Len Elikan, Rob Fleischmann, Buzzy Klausner

**TOPIC/S FOR DISCUSSION:** Policy & Procedures, Legacy initiative, October financials, Repairs/Maintenance, Insurance, Energy expense, Annual Commitment process

**OUTCOMES/COMMITTEE ACTION:**

1. Agreed to add investment account for Legacy initiative. Need to add P&P procedures for stock donations
2. Need to work with Facilities Committee on long term capital improvement plan
3. Multiple committee members meeting with Beaches Energy next week on cost reduction ideas
4. Agreed to streamline annual commitment/pledge process with auto-renewal feature

**NEXT MEETING DATE:** TBD

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

**IF NO, LIST ACTION ITEMS FOR BOARD ACTION:**

1. Determine who should work on Long Term capital plan w Finance Committee
2. Does anyone know of a CPA that could review stock donation P&P?

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

**COMMITTEE: MEMBERSHIP MTG DATE: \_\_\_\_\_**

**CHAIR: \_\_\_\_\_**

**ATTENDEES:**  
\_\_\_\_\_

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**TOPIC/S FOR DISCUSSION: ON GOING MEMBERSHIP**

**OUTCOMES/COMMITTEE ACTION:**

- Received a call from Nocatee Shalom Club and are setting a meeting to discuss how we can work together - great opportunity for us to strut our stuff for potential members
- Changing the “Souper” Bowl to “The Best Souper Chef” and moving to March 29, 2020 to incorporate the “Giving Tree” from the Gala
- Meeting with Programming group on 11/21/19 to get programs underway for 2020

**NEXT MEETING DATE: \_\_\_\_\_**

**IF NO, LIST ACTION ITEMS FOR BOARD ACTION: Y**

- 1.
- 2.
- 3.

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

**COMMITTEE: COMMUNICATIONS MTG DATE: \_\_\_\_\_**

**CHAIR: \_\_\_\_\_**

**ATTENDEES:**  
\_\_\_\_\_

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**TOPIC/S FOR DISCUSSION: ON LINE DIRECTORY AND WEBSITE**

**OUTCOMES/COMMITTEE ACTION:**

- Mobile version of website is active
- Online calendar was not working and could not determine where the problem was.
  - Downloaded a new calendar program and entered all calendar items in future
  - Need to delete old one (do we need to keep to see YEARS of past entries?)
- Updated the online directory to match current Rakefet

**NEXT MEETING DATE:** \_\_\_\_\_

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

**IF NO, LIST ACTION ITEMS FOR BOARD ACTION:**

- 1.
- 2.
- 3.

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

**COMMITTEE: LEGACY INITIATIVE** MTG DATE: \_\_\_\_\_

**CHAIR:** \_\_\_\_\_

**ATTENDEES:**

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**TOPIC/S FOR DISCUSSION:**

- Press Release sent to all publications

**OUTCOMES/COMMITTEE ACTION:**

- Received a phone call from Maggie at Ponte Vedra Recorder
- Rabbi, Charlie, Neal and I met with Maggie for her to interview and write a piece on the Rabbi's Legacy Initiative to be published

