

Beth El The Beaches Board of Trustees Meeting

Meeting Minutes December 10, 2019

Members Present: Charlie Frohman, President; Sherill Herzfeld, Vice President; Tracy Aquila, Vice President; Rachel Marcus-Hendry Mitchell, Secretary; Gary Herzfeld, Treasurer; Ron Rapaport, Buzzy Klausner, David Adler, Ron Van, Chip Morris, Neal Goldman, Grace Belkin, Judy De Arman, MG Orender.

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 the November 19, 2019 Minutes: The minutes were unanimously approved.

D'var Torah: Rabbi Matuson discussed the Torah portion about Jacob. Esau stole Jacob's birthright. Jacob runs for his life to his Uncle Levon. Jacob wants to marry Rachel but has to wait 22 years before he can marry her. He recognizes that his uncle is a "horrible human being" as he was a thief. Jacob soon realizes that it was time for him to go home and reclaim his birthright. As he goes through this transformation, he becomes "Y'israel" - one who struggles with himself. The place at which he has this reclamation he calls Beth-El. The Rabbi reflected that Beth-El means "coming home" for him and he thinks other people might feel the same way. "We've got to make this feeling of love and light transformed to all."

President's Message: Charlie said "the mortgage is coming down, by leaps and bounds". "We are so inspired by our Rabbi and the people coming forth to contribute. The Rabbi embodies the building, our congregation and our beliefs, and I am so grateful to him."

Charlie also thanked Sherill for the article that was published in the Ponte Vedra Recorder. He expressed that we got a lot of good feedback from the publication. He sent the article to "Jews and non-Jews alike and some have been extremely generous."

Treasurer: Gary began with the "good financial news" for Beth-El. He passed out the financial YTD from July-November 2019. Gary first reported on the legacy initiative. He reiterated that the Rabbi, to date, has paid over \$12,000 out of his salary toward the mortgage and will pay \$100,000 in total

after his three-year commitment. “We have, of course, a commitment from MG and David Marco as well as the entire former Board that amounts to \$144k. Recently we had another member walk in and committed to \$100,000. We have had other people come forward including memorial donations honoring Mr. Berger. In total we have paid \$175,770. Our grand total commitment is approximately \$420,000.”

The November financials were reviewed. Recently, we’ve accrued maintenance expenses, that have turned the budget slightly negative, to date. Gary will do a thorough forecast for next year to determine the impact.

There were no new members. Membership remains at 168. We are budgeted for 171 members.

Sherill mentioned that Elissa receives at least two inquiries a month about membership. Sherill explained that she then follows up with an email explaining our Synagogue programs, etc. She also includes her cell phone number. She has sent three letters within the last two weeks.

Gary (and two other members) met with an Energy Specialist and walked through the building looking at potential energy savings. He reported that we could work around our “premium pricing consumption” which costs us approximately \$400 a month. If we can get more energy efficient lighting, motion detection lighting, and a reduction in kilowatts we qualify for a rebate. As we think about long term planning, we can reduce our expenses. Facilities committee and Gary will work on this. There is a 190 gallon hot water heater in the kitchen that is of commercial capacity. The energy representative advised that we get a timer so we can figure out how not to have it on when we don’t need it. There was some discussion about this. Sherill suggested that we get a quote from a plumber. Tracy will check into this as well.

Gary next reported that one of our major accomplishments is that some delinquent members agreed to go on a payment plan.

New Business:

Legacy Initiative Committee- Neal, Gary, Charlie, and MG are on the committee. Neal introduced approaching different people and developing a plan of action. Sherill offered her home to host folks for this Legacy Initiative. Rachel asked if there was a way to recognize where we stand with this program. Some discussion ensued about putting a poster of a “thermometer” in the lobby as well as Charlie sending written notes to people along with

personal phone calls, as a thank you, both of which help recognize the Initiative and keep it front and center.

Policy & Procedures – The Security Committee P & P was presented to the Board for approval of amendments/changes. Rachel asked Ron to present on behalf of his committee. When discussed, Neal verbalized concerns about Section 12. Policy and Procedure Changes. The text was changed to: *The policies and procedures hereby presented may be changed temporarily, if necessary, by the President of the Congregation, the Chairperson of the Security Committee, or a Vice President based on the existing security environment out of the norm. Any permanent changes must be approved by the Board of Directors.*

Gary then suggested a change to Section 10: Hired Security. It was changed to: *The office manager may call to request hired security. If the office manager is unavailable, a member of the Executive Committee may request hired security.*

Ron reported that he will make the approved changes by the Board and submit to Sherill as a final. All typos and grammatical errors will be addressed at that time.

Gary made a motion that we accept the Board changes in Sections 10, 11 and 12. The Board unanimously approved the changes.

Board Committee Chair Reports:

Education – Hannukah Party is at 5:30, December 12th. Baskets and raffles can be purchased, and Sherill sold several raffle tickets to the Board.

Communications – Sherill reported that she was approached by a Taza Chorus to sing at our Synagogue in January. They are requesting \$1500; the Board felt their price point was too high.

Sisterhood – Sherill reported on behalf of Vickie. The Hannukah party is scheduled for December 12th. The Mitzvah project is the Jax Beaches Brothers Keeper. First responders' appreciation day involves cooking, organizing, and delivering the food to the P.V. Fire Station on December 25th. Belles book club is Jan 2nd.

Brotherhood – David reported that our dinner at Blue Sky Golf is now rescheduled for March 18th. Working on a date for dinner at the Clay Pidgeon Club in April, after Passover. Three dinners are planned with the Rabbi in January, February and March.

Charlie tabled the proposed Facilities Policy & Procedures till he had ample time to review them. He also intends to have the Executive Committee review them as well. He assured Buzzy it will come before the Board prior to the next meeting.

Gary asked the Facilities Committee to also include something about a "Preferred Vendor" list incorporated in the P & P.

The Rabbi made positive statements about how "delightful, insightful and pervicacious" the students were at our school.

Sherill will be sending a "calendar invite" to all the Board posting the next Board meeting date.

As there was no further business, the meeting was adjourned at 8:01 p.m. The next meeting of the Board will be January 16th, at 7:00 p.m.

Respectfully submitted,

Rachel Marcus-Hendry Mitchell

Rachel Marcus-Hendry Mitchell, Secretary