



**THE OTTAWA JEWISH COMMUNITY FOUNDATION
MEETING OF THE BOARD OF DIRECTORS**

**WEDNESDAY, DECEMBER 14TH, 2016
MINUTES**

Minutes of a Meeting of the Board of Directors of THE OTTAWA JEWISH COMMUNITY FOUNDATION (the 'Foundation') held at the head office of the Foundation at 4:30PM on Wednesday, December 14th, 2016 in the Boardroom of the Soloway Jewish Community Centre, 21 Nadolny Sachs Private, Ottawa, Ontario K2A 1R9.

- PRESENT:** Paul Finn, Michael Landau (Chair), Mitchell Leitman, Adina Libin, Lynne Oreck-Wener, Lorne Segal, Fred Seller, Lawrence Soloway, and Gillie Vered.
- STAFF:** Mike Bazuk, Sylvain Beaudry, Andrea Freedman, Leslie Kaufman and Arieh Rosenblum
- INVITED GUESTS:** Via teleconference: Linda Kerzner.
- APOLOGIES:** Jonathan Freedman, Leiba Krantzberg, Debbie Weinstein, and Lawrence Weinstein.

MEETING CALLED TO ORDER:

Michael called the meeting to order at 4:35PM and welcomed all in attendance.

NEW COMMITMENTS REPORT:

Andrea Freedman noted that, as the e-mail of December 7th indicated, the formal President's Report was intentionally omitted as there were no significant updates since the November 23rd Board meeting. Andrea then presented the New Commitments report as of December 5th, noting that an additional \$12,000 has been received since the report was circulated. She discussed that, while nearly all metrics have been met or surpassed, there is still room for one new endowment fund and seven face-to-face meetings. Michael asked the Board for their help in maximizing fundraising efforts in the few remaining days of 2016.

FINANCIAL AND INVESTMENT UPDATE:

Sylvain Beaudry provided an update on the Foundation's financial and investment activities. He noted that October returned 0.3%, bring the year-to-date total to 6.9% (against a benchmark of 4.7%). He discussed that October was slow and that the bond market was negative; however, the alternatives strategy performed well to keep the return positive. It was noted that the bond market depreciated and the Board questioned if the recent decision to place \$500K into bonds still holds strong. The Investment committee expressed that they still have confidence in the decision and also that bond performance will be reviewed at the fourth quarter review meeting in the New Year.

APPROVAL OF MINUTES:

Michael asked if there were any questions arising from the meeting minutes of November 23rd, 2016. No questions or business were raised and a motion to approve the meeting minutes was made:

Moved by: Gillie Vered
Seconded by: Mitchell Leitman
Approved Unanimously

BOARD DEVELOPMENT – OUR MESSAGE:

Michael discussed that at the recent Board retreat a number of very important discussions and points were raised, one of which being Foundation's message, and harmony within the Board in that message. Staff developed a springboard for this discussion and Arieh introduced a document prepared to assist with the discussion, explaining that it is based on three elements: rationale (why Foundation exists); goals (safeguard the community and agencies critical to the community; allow for, and encourage, donor philanthropic aspirations to take place within Foundation); and tools (the various giving vehicles, marketing collateral, our volunteers and staff).

Board members separated into two groups (led by staff) to further flesh out these ideas. After much discussion, the Board reconvened and unanimously discussed the importance of having a clear and impassioned tagline, while also maintaining the flexibility to tailor a message to each prospective donor. Staff undertook to consider the Board's feedback to begin developing potential taglines for the Board's review at a later date. It was also agreed that the three element document will be a helpful tool in assessing the correct entry point and giving vehicle for prospective donors.

COMMITTEE UPDATES:

Michael asked if there were any questions or business arising from the committee updates that were previously circulated. The Board commented that the recent donor newsletters are excellent, but asked if it would be possible to circulate it to the larger community. It was agreed that this would help raise Foundation's profile and spread awareness. It was noted that there are currently plans to leverage segments of the newsletter through social media and the Ottawa Jewish Bulletin.

GOOD AND WELFARE:

Michael asked for any good and welfare and the Board wished all the best to Fred Seller on his eldest daughter's engagement.

ADJOURNMENT:

Michael thanked everyone for their participation and wished everyone a happy Chanukah; the meeting was adjourned at 5:45PM.