



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

**TUESDAY, FEBRUARY 9TH, 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 Tuesday, February 9th, 2016 in the Boardroom of the Soloway Jewish Community Centre, 21 Nadolny Sachs Private, Ottawa, Ontario K2A 1R9.

PRESENT: Paul Finn, Jonathan Freedman, Michael Landau (Chair), Mitchell Leitman, Lorne Segal and Gillie Vered;
via teleconference: Rabbi Reuven Bulka, Howard Geller and Lynne Oreck-Wener.

INVITED GUESTS: Linda Kerzner.

STAFF: Mike Bazuk, Shelley Crawford, Andrea Freedman and Arieh Rosenblum.

APOLOGIES: Leiba Krantzberg, Fred Seller and Debbie Weinstein.

MEETING CALLED TO ORDER:

Michael called the meeting to order at 4:30PM and welcomed all in attendance.

VERED ISRAEL CULTURAL & EDUCATION PROGRAM PRESENTATION:

Michael welcomed Ella Dagan, Program Manager for the Vered Israel Cultural & Education Program and invited her to present. Ella introduced the program and provided a high level overview, noting the program's focus on artistic, cultural and educational content. She noted the program's intentions to bring Israel to Canada by working closely with Ottawa's Jewish community, as well as many other arts and film organizations (such as the Canadian Film Institute and the Israeli Embassy). She discussed that events are usually heavily subsidized allowing for free or inexpensive admission for community members, and that events and programs are widely marketed outside the community as well. Ella also provided an overview of the events and initiatives over the past year.

Questions were answered to Board members' satisfaction and Michael thanked Ella for taking the time to present. Ella thanked the Board and Foundation for their support.

APPROVAL OF MINUTES:

Michael asked if there were any questions arising from the meeting minutes of January 13, 2016. No questions or business were raised and a motion to approve the meeting minutes was made:

Moved by: Mitchell Leitman

Seconded by: Jonathan Freedman

Approved Unanimously

PRESIDENT’S REPORT:

Andrea Freedman presented her report on activities of the Foundation since January; there were no questions. Andrea provided an update to the ongoing database conversion project affecting both Foundation and Federation. She noted that an addendum and updated budget will be provided to the Board in the future as parameters of the project have changed since the original proposal was approved.

FINANCIAL AND INVESTMENT UPDATE:

Shelley provided an update on Foundation’s financial and investment activities, noting that for 2015 the portfolio returned 3.7% (against a benchmark of 6.1%), net of fees. She explained that Foundation’s portfolio is heavily weighted in value managers, which were outperformed by growth managers in 2015. She also discussed the asset mix, noting that it was in agreement with the IPS, and reviewed the changes to asset managers in 2015.

TRIBUTE CARD REPORT:

Arieh reviewed the Tribute Card report that was previously circulated, highlighting the revenue categories, demographics, and the quantitative and qualitative approaches to the report. He noted that the annual holiday cards are marketable; however, the bereavement cards, which can draw significant revenue, are unpredictable in nature.

Following Arieh’s report, he asked the Board for questions or suggestions. The Board discussed the implementation of an optional e-card system while continuing to support physical cards. It was also noted that the Foundation pages in the Bulletin are in the process of being revamped to more effectively advertise the program. Arieh encouraged members to send him any additional ideas they may have.

WOMEN’S COLLECTIVE PHILANTHROPY PROGRAM:

Lynne Oreck-Wener provided a historical overview of the WCPP and highlighted its intentions and successes since its inception. Lynne updated the Board on the committee’s current holistic review of the program and noted that active fundraising initiatives and the Pearls of Wisdom event are on hiatus for 2016. She explained that this will allow the committee to focus on the 2016 granting process and assess the community’s appetite for the Pearls of Wisdom event series.

PIPELINE DISCUSSION & NEW COMMITMENTS REPORT:

Arieh reviewed the New Commitments report, noting that January was a slow month. He indicated that three Legacy gifts are currently in process, along with four new endowment funds. Arieh then presented a selection of new prospects for consideration, which the Board discussed and offered feedback on. He provided background on a new donor profile initiative and asked the Board to submit any ideas they may have.

COMMITTEE UPDATES:

Michael asked if there were any questions or business arising from the committee updates that were previously circulated; none was raised.

GOOD AND WELFARE:

Michael asked if there was any good and welfare to report and none was brought forth.

ADJOURNMENT:

Michael thanked everyone for their participation and adjourned the meeting at 5:45PM.