

EMANUEL BOARD OF TRUSTEES

2-15-22

Attendees: Andrea Goldenberg, Hilda Slivka, Michele Parker, Alan Parker, Ken Simon, Mark Jacobson, Deborah Zuckerman, Hannah Zweibel, Reesa Olins, Michalee Merritt, Fern Cohen, Lisa Behan, Sheila Silverman, Lisa Levy, Emily Lebovitz-Miller, Philip Schlossberg, Meyer Frankel, Michael Kamins, Tom Mastronade, Ona Mastronade, Howard Smith, Rona Gollob, Jackie Isaacson, Mickey Libbin, Jeff Adler, Ken Malley, Gail Adler, Susan Goldberg, Sheryl Levin, Barbara Fink, Kobi Benita, Rabbi Small

meeting called to order at 7:38pm

D'var torah by Michalee Merritt

Approval of January zoom meeting minutes passes unanimously

Rabbi Small traveling tomorrow to FL to reinvigorate Emanuel in FL. New service starting in March: Chapel Minyan. Monthly. in chapel, led by members. Hebrew rich service. First one is 3/19, from 9:30 - noon. Open to all in greater Jewish Community; registration limited to 25.

BREAKOUT GROUPS

Emanuel Synagogue

Draft Fundraising Idea (February, 2022)

1. Publish Emanuel Synagogue Book of Gratitude and Inspiration (2022).
2. What is it? Think of it as a cross between Yizkor Book of Remembrance and Centennial Tribute Book. Meaningful, attractive, inspirational, creative.
3. What are the objectives? Raise money prior to July 1 to offset fundraising deficit; opportunity to express gratitude and inspire others; and learn lessons about gratitude.
4. Why such a book now? Rough two years dominated by Covid for individuals and the Synagogue; there are still reasons to be thankful regardless of COVID.
5. What is the vision for the Book? It should be creative and meaningful. Ideas: teaching by Rabbi and clergy; simple tribute, poems, prayers, camera ready artwork or photos, inspiring quotations, feel good stories, etc. Paired with a Shabbat of Gratitude?
6. Revenue comes from "participation" by congregants. Full-page, one-half page and quarter-page and single or double lines. Prices to be determined. Higher price for back and inside cover sold to commercial entities (e.g. Crown, Big Y, wine store)? Contributors for a quarter page or more receive a mailed hard copy?
7. Why solicit in this manner now? We have not been able to gather for in-person fundraisers and last solicitations were in the Fall. Is there "donor fatigue" for a Spring fundraiser? Will our most generous donors step up?
8. What is the Board's responsibility? As fiduciaries, the Board adopted a budget that fell significantly short of its fundraising target. The Board has a responsibility to develop a plan to resolve this shortfall.
9. What will it take for success? Commitment by the Board, an engaged group of lay leaders to work on solicitations and publishing and support from office and bookkeeping.

House/Finance/Cemetery/Adult Ed/ Membership (Dues & Assessment)/ Chesed (Social Action)/Endowment. Discussion of five year strategic plan: single parent family vs. "Defined" family at higher fee? Hebrew School education provides better learning experience, but we

need more kids in the Hebrew School. How do we get the word out? What can we do to have more fun and be more social and attract a younger demographic - scotch tasting, outdoor films. Bring people together over food. Sukkah hop for new members? Flexibility in how we do some things? Change minyan times? Diversity and inclusion. Strong marketing committee needed. Needs and preferences of both traditional as well as reaching out to non traditional Jewish families and make non-traditional families feel just as welcome. Speak to people who come to minyan that may not be members.

FUNDRAISING IDEA Alan Parker

Book of gratitude and inspiration. Cross between Book of Remembrance from High Holidays and Centennial Tribute Book. Need people to step up and work on it. Provide a page with saying already on it and have people pay for it? Ken, Mel, Alan, Michalee, Reesa, and Michele Parker stepped up to work on it; need more...Alan passed around papers to get a sense of what people in room might contribute financially to the project.

Other ideas for fundraisers that might attract younger families? Casino night? Possible legalities would need to be investigated.

EXECUTIVE DIRECTOR'S REPORT Kobi Benita

Life Cycle Nehamas

Harry Rosenfeld, husband of Sylvia Rosenfeld, father of Linda (Martin) Stein, grandfather of Jonathan (Angela) Stein and Julie (Evan) Schiff; great-grandfather of Abigail & Avery Schiff and Madelyn & Frederick Stein

Judith Ann Bialy, mother of Robin (Larry) Rosenthal

Heidi York, daughter of Barbara Reisner

Steven Seltzer, brother of Mark (Jaime) Seltzer

Myrna Schaffman, wife of Marvin Schaffman

TREASURER'S REPORT Michael Kamins

\$141,000 deficit remains. Don't have January numbers yet. Did collect \$35,000 in outstanding dues. RBC monies will finally be moved to Money Market funds at Webster Bank.

Cemetery Funds (\$450,000): Fierston Financial or Funds at Jewish Community Foundation? Should cemetery be a separate corporation? over \$1,000,000.

SECURITY MATTERS Tom Mastronarde

Countering Active Threats February 22 in person and on zoom. March 14, 7pm, Stop the Blood. Committee will finish work in next five weeks.

DEFIBRILLATORS Joel Kent & Hilda Slivka

Two refurbished ones will cost \$2099. Two new ones will be \$3317. Also need annual servicing to make sure that work (\$198/yr). Pediatric pads: \$178. Training to appropriately use device for eight people: \$75/person including AED, basic first aid, CPR.

MOTION: Approve \$4293 for two new defibrillators and necessary accoutrements. Take \$350 from Defibrillator Fund and rest of monies from Safe Refuge Fund from Beth Hillel Reserve Fund

motion passes unanimously

REFUGEE RESETTLEMENT Hilda Slivka

Afghan refugee family. In conjunction with First Church of Farmington, B'Yadenu

Committee looking for monies and volunteers. 3/29 at 7:30, program with Senator Richard Blumenthal on zoom.

HOUSE COMMITTEE Howard Smith

Skylight Domes ordered. \$1800 each plus installation. Looking for donors: put names on a plaque. Engraved brick fundraiser? protected area off parking lot: playground, meeting place, outdoor services.

Mishloot Manot fundraiser for Purim coming soon!!

Greeters for Shabbat services to resume?

adjourn to Executive Session at 9:50pm