

Congregation B'nai Tikvah Board of Trustees
Minutes from Board Meeting January 5, 2004
North Brunswick, NJ

In attendance: Janice Baer, Arie Behar, Gary Bergman, Bobbi Binder, Larry Cohen, Jeff Cadoff, Marc Dillman, Mitch Frumkin, Cindy Gittleman, Ruth Anne Koenick, Dan Greenberg, Naomi Jackenthal, Jerry Kaminsky, Mark Kasdin, Cyndi Kleinbart, Harold Schneider, Mark Sherman, Gary Tinkel, Frank Waltzer, Gary Warner, Paul Zankel, Keith Zimmerman
Rabbi Eligberg, Cantor Rockman, Hadass Elami
Guests: Jeff Schwartz, Marc Perlman

Meeting called to order at 8pm by Arie Behar

Motion to accept minutes from December's meeting by Mark Kasdin, second Dan Greenberg
All in favor

D'var Torah by Rabbi Eligberg

Guests: Jeff Schwartz & Marc Perlman (East Windsor, Temple Beth El, VP NJ region of United Synagogue, president elect)

- 8/2/04 Livingston, golf outing. Fundraiser to benefit youth. Looking for volunteers. Flyer was passed out with information

New campaign for expansion, chaired by Jeff Schwartz-

Jeff feels that we can run a secondary campaign w/o a professional fundraising co.

- Top-level people should put more pressure on people than we did last time. Appeal to people who didn't contribute last time.
- Contact people who have joined since 2000.
- We can then go back to significant contributors and ask them to contribute more, perhaps 20% or one additional year.

Feels we can get \$300,000-\$400,000 as our goal. Advertise that our goal is \$500,000.

Arie: We need time schedule, committee needs to be defined. (we need \$60,000 this year). Roller, previous "sales people", as well as new people.

Organize in Jan., launch at beginning of Feb and have a 2-month campaign. Explain need and necessity for quicker money, consolidate for smaller gifts. Need to review the naming opportunities. Jeff feels that we would need a full time clerical person for the 2 months of the campaign, \$300/week for 10 weeks, plus paper, telephone.

Arie wants a written proposal from Jeff regarding the campaign.

New Business:

Executive Committee proposed change to our agenda and meetings:

Board meetings are "show and Tell" of the past. Reports can be read and we don't need to take the time. We should instead focus on what we can do in the future, direction that we should take. Suggestion made that we email all reports, except divar torah, treasurer's report, financial secretary. Also new business, motions or discussion about old business.

Board to break up into smaller groups to discuss the 6 most important topics that we need to discuss over the next 6 months. Then every month we will pick a topic and discuss it. Also, publish these reports in Hakol every month.

Discussion followed.

Need strategic planning about future as well as reports. EC will meet and come up with decision.

Board then broke up into smaller groups for discussion.

Following are the 4-7 topics each group felt worthy of future discussions

Bergman:

1. Membership, new and maintenance of existing
2. How to get congregants more involved
3. Room usage
4. Minor holiday awareness program
5. Administrative problems, growth of membership, program director
6. Getting kids involved, regional high school

Frumkin:

Look at how we operate

1. Make sure that we have process in place to track what we are doing and don't lose what we are doing. Establish task force for each of the issues,
2. Develop organizational structure, school, expansion
1. Develop personnel manual
2. Operational manual:
3. Expansion, how it will operate, usage, rule and regulations, JCC vs. synagogue
4. Membership

Greenberg:

1. Direction of board and where are we going to lead
2. Mentor future leadership
3. Where are we going spiritually
4. Programming for new building, full time/someone to program
5. Creation of strategic planning committee, bring in outside consultant to get feed back from groups
6. Membership
7. Develop long term financial security of congregation, i.e. endowments for long term survival

Gittleman

1. New facility
2. Engaging community inside and out, what does that mean to be a JCC and Congregation B'nai Tikvah
3. Mission statement should reflect us more or be as broad as it is?

Schneider

1. Expansion, room usage, revenue, community scheduling
2. Membership
how should we be growing
what is target
support of current membership

- keep people interested, members who don't come to the building
- larger role for nonobservant members
- increase level of commitment
- 3. Education, parental involvement with children
- 4. Organizational structure, personnel procedures, hiring firing, performance reviews
- 5. Fundraising

Financial Secretary: Gary Tinkel

438 members

306 full dues

90 special

49 families who will be getting letters.

Treasurer, Marc Dillman: report distributed. Highlights:

Hebrew school tuition is under budget. Letters need to be sent, certified mail, to families who are behind in tuition so that this is taken care of. Children will not be allowed to continue in religious school. Need to find out how we have gotten to this point. Harold will handle this. Need to take action by the end of January.

Revenue is under for kiddush, not sure why we are so far behind. Directly related to B'nai Mitzvot.

Ritual has spent more than budgeted, this needs to be explored.

Expansion Fund Accounting report distributed. Need long term financing, we did refinance, which leaves \$28,777 as a short-fall. This number is only as good as the revenue that we planned on and that we won't exceed non-construction expenses, which we have done already. The new mortgage is greater than the old one by an amount, which equals \$87 per dues paying equivalent.

Discussion regarding the \$60/family increase (2/3 of the \$87 that the congregation approved in June, 2003.) Need to bill this with the next quarter's dues, split between the next 2 quarters. February 1, 2004 is when next billing goes out. Just bill it, or send a letter ahead of time alerting the congregants that the increase will now be billed.

Request that committee reports be emailed out the day after the EC meeting.

Sisterhood, Ruth Anne Koenick: Interesting programs coming up. Afternoon tea with Author of An Hour in Paradise. February, children's fashion show, sponsored by Nordstrom. Professional organizer February meeting. May, visiting Tenement Museum. Joint meeting with Men's Club in December.

Men's Club: Mark Kasdin: Bowling league is doing well. Upcoming Men's club meeting, Gary Bergman speaking about computers. 20-25 men attending meetings. Outing to Lakewood baseball game scheduled for the spring.

Cindy Gittleman reminded Sisterhood and Men's Club that she has an active prospect list that they should utilize.

Adult education starts this Wednesday evening. Courses scheduled every Wednesday, through June.

Rabbi needs final count for who is going to JTS. Indicate whether spouse is attending, email by end of week.

Minyan minders were sent out and everyone should have received one. Thanks to Ruth Anne for organizing this.

Cantor Rockman: Sons of Tikvah spent many hours laying down tracks for their forthcoming CD. Raise our voices for Israel program is sold out, contributions being accepted. BT sold 200 tickets.

Good and Welfare: Rabbi Eligberg

R'fuah Shlema: Maddie Benhoff is at Sloan Kettering; Sheryl Olitzsky's father, Steven Weinreb's rather, Harvey Finkelstein's mother, Marcie Finkelstien's father, Elaine Buccler, Andrew Eisner, Arlene Lassin, Nicole Danto, Marty Angstreich, Carol Schultz

Condolences: Surks Family on loss of son Jason, Amy Tunison on loss of father, Nan Kessler on loss of mother, Phyllis Rich on loss of mother.

Mazel Tov: Cederbaums on marriage of son Neil, Steven & Jil Hudes on bris of son, Richard and Bethany Teitelbaum on wedding, Ed and Phyllis Rosen on marriage of daughter (in Iraq)

Additional good and welfare: Mark Kasdin, Nice job that college committee is doing.

Motion to adjourn by: Gary Warner

Seconded by: Cyndi Kleinbart

Congregation B'nai Tikvah Board of Trustees

AGENDA

Board of Trustees Meeting, January 6 2003

To foster a vibrant egalitarian Jewish community founded in the religious customs and traditions of Conservative Judaism; offering excellent Jewish education and community activities for all ages with commitment to Israel and Jewish communities throughout the world.

Call to Order and Welcome Arie Behar

Approval of December Meeting Minutes All

President's Report and EC Meeting Update Arie Behar

New Business

Old Business

Reports:

Financial Secretary's Report Gary Tinkel

Treasury Report Marc Dilman

Good and Welfare Rabbi Eligberg

Adjournment All

Next Board of Trustees Meeting January 26, 2004

Activities VP Report - January 2004

Adult Education

The committee has something planned for every Wednesday from now through the middle of June.

The first two sessions in January are being presented by Jeff Schwartz on the topic of "How We Pray", a beginners guide to Shabbat Services.

Activities.

Comedy Night with Johnny Lampert is scheduled for Saturday, January 24th.

Website

Pictures of the construction of our new expansion are posted and updated daily, except when the Webmaster is on vacation.

Email

New eGroups have been established for the "Sons of Tikvah" and "New Beginnings". Memberships of the B'nai Tikvah eGroup and the CBT Newsletter have both increased.

Ways and Means January 5, 2004

Supermarket Scrip & Retail Scrip: We are have a slowing in demand in scrip sales but still very busy. The sisterhood has sold about \$3,000 worth of retail scrip year to date. The current script committee has done a fabulous job and we are looking forward to great effort for the upcoming year. We still need your support for working the desk on Sunday mornings.

Event for next year: The 50/50 sales are coming along very slowly and I am begging that the board helps out to the best of their ability. The prizes will be 1st 25%, 2nd 15%, and 3rd 10%. Jeff Woller is chairing the 50/50. Please try to get myself or Jeff Woller tickets and money as soon as possible. The event committee has been working hard and is planning on sending out the invitations by January 10, 2004. We have already been receiving positive responses on the event.

Entertainment Books: Barry Safeer continues to work hard on selling books this year. We are a little behind last years sales. The consensus is the quality of the books has not been as good the last several years. We believe that has had a negative impact on the sales.

Printer Cartridges: We will be collecting ink jet cartridges. There is a box in the office please just drop them off. We will be placing ads in the upcoming Hakol. CBT will receive \$2.00 per cartridge.

Car Donation: We have set up a program to take donated cars. An ad has been placed in the upcoming Hakol. Detail to follow. We have had some interest so far. We have had three cars.