

Minutes from Board of Director's Meeting  
Congregation B'nai Tikvah  
North Brunswick, NJ  
March 3, 2008

Meeting called to order by President Ruth Anne Koenick at 8:03pm

In attendance:

Stu Allen, Jeff Berger, Gary Bergman, Arthur Biderman, Bobbi Binder, Ed Birch, Larry Cohen, Marc Dillman, Cindy Gittleman, Danny Greenberg, Mark Jiorle, Rene Juro, Mark Kasdin, Ruth Anne Koenick, Allison Nagelberg, Aaron Rosloff, Jeff Schwartz, Mark Sherman, David Spivak, Gary Warner  
Rabbi Wolkoff, Cantor Rockman, Lynn WeissMarshall

Minutes approved for the month of February.

Introduction of our new administrative director Lynn WeissMarshall. Board introduced themselves.

Ruth Anne presented the Cantor with his favorite cake for his birthday.

D'var Torah given by Rabbi Wolkoff about the Torah portion coming up this Shabbat.

**President's report** – Ruth Anne thanked the installation committee for their wonderful planning last night. The evening was wonderful and we had a great turnout. Pictures have been posted on the website.

At the EC meeting, it was reported that there is a nursery that wants to donate a tree in Jack Mailman's memory. It will be a fall and spring blooming tree.

Ruth Anne distributed some information that she has received. One document has to do with a grant that will be available to high school students.

Ruth Anne went to a meeting at Federation regarding the demographic study that will be conducted soon. This will be occurring sometime in the middle of May, 2008. She will get the information to Gary Bergman to post on the website. They will pick out distinctive Jewish names and then some random ones. We should participate in the phone call if we get one and encourage other people to do the same. 4 months later we will get the results. There will be a mailing letting Jewish households know that this survey is about to occur.

Ruth Anne looking for a board member to be the contact person at B'nai Tikvah who will be involved in the Israel parade which will occur on Sunday, June 1, 2008. This person will be the Federation contact. Ruth Ann reminded the board that everyone should be involved in a committee at the synagogue. Everyone should pick a committee, we need more board members on committees. Cindy Gittleman has someone in mind not on the board who she thinks would be a good person to be on that committee. Being a board member means more than just coming to board meetings.

Ruth Anne will be away at a leadership development program starting this Thursday through Saturday. She is looking for someone to sit on the bima and read the announcements.

**Rabbi Report** – Rabbi Wolkoff distributed his report. He is having his installation speech transcribe and eventually it will be posted on the website. There has been some confusion about mincha/ma'ariv times and those have been straightened out, website, announcements will all post the same times.

Condolence cards will be sent out to a non-Jewish spouse who has lost a family member.

Upcoming in March events were included in the printed document.

**Cantor's report** – Cantor Rockman distributed a copy of an invitation that is being sent to the upcoming grade that will be receiving the bar/bar mitzvah dates. This will be a ceremony, Classical Caterers will be involved. As a way to build community and make the event more meaningful.

Meeting with committee regarding upcoming festival and the L'dor Va Dor event for next year.

**Financial Secretary, Mark Kasdin** – 401 members, 271 FDPE. He is seeing more and more people falling more than 2 quarters behind in their dues, which is technically a member not in good standing. Those names are not new, Gary Warner questioned whether this is part of the *administrative vacancy* that we have just had. Mark Kasdin has not been getting unusual phone calls about people looking for help.

**Treasurer's report – Marc Dillman** – Marc distributed his report and reviewed the highlights. The budget was constructed using 271 FDPE, so we are on target right now. The reports shows the 7 months of where we are. Our cash flow is very good. (Budget committee is meeting soon). Nursery school income is up. Room rent is down. There may be little if anything for the remainder of the year. Administrative payroll is obviously down since we did not have an administrative director for months.

We have not received the funds from our lawsuit yet.

There is a negative balance in our capital improvement fund. Included in the \$149,000.00 is \$25,000.00 of expenses associated with the lawsuit. It is no longer included in the expansion fund. When we get this money it will be applied against capital improvement fund. There should be \$9,000.00 in additional lawsuit expenses. - \$158,000.00. We will hopefully have received our money to bring us to \$83,000.00. Then money, \$40,000.00, collected from shomre tikvah to bring it to \$43,000.00. Marc would like see us collect the money to close the books on this project. We need \$24,000.00. There is at least \$33,000.00 of the \$66,000.00 that is highly questionable collection. This is only 5 families. The other \$30,000.00 is spread out over a larger amount of people. We should reach out to these families to get the probability of whether we will collect this money or not. So that any additional money collected will go to the

capital improvement fund to reduce it. We need better information about the outstanding pledges and where we can go with that.

Question – are these original pledges – Dillman feels that they are and Jeff Schwartz offered to reach out to those people.

Last year we created the 2007.2008 budget. At that time we had assumed that we would have an additional surplus of \$8,000.00. that is how we began 2006, with almost \$48,000.00, We assumed \$8,000.00 extra, starting with \$56,000.00 this fiscal year as surplus. It turns out that we had \$26,000.00 not \$8m000.00. It was really \$49,000.00. We took \$23,000.00 and paid down all of the expenses associated with the rabbinic search. This is no longer an outstanding item. There is still a \$26,000.00 surplus from last year. Marc would like to take the \$18,000.00 and put it in the capital improvement fund.

Marc Dillman -

**Motion** – To take \$18,000.00 from 2006-2007 budget and apply it to the capital improvement fund, to reduce the negative balance in the capital improvement fund.

Seconded by Jeff Schwartz

Vote – 18 in favor, no abstains, no against

**Motion passes**

### **Questions to VP:**

Have we reached out to families behind in religious school? Marc Jiorle has not done this yet and has asked for an aging report.

Addition to membership report – Allison Nagelberg is starting to hear a buzz around about how great our clergy are. This is a great time to talk about our synagogue. We should get out there in the community. There will be some new ads coming out in newspapers.

**Auxiliary reports** – Sisterhood Shabbat was especially nice, we had a great turnout, the dedication to Suse Rosenstock went very well.

Ed Birch encourages everyone to attend the men's club meeting this coming Sunday and to RSVP so that there is enough food.

**Old business** – Cindy Gittleman – marketing committee met yesterday. Mid-March, hoping that a congregant survey will go out in the mail. Cover letter and survey, hoping that this can be done online (through Survey monkey). Everyone's opinion, not just those people who are currently attending events and services. The committee will work with membership. They will have an advertising campaign. Tag line will be **“at B’nai Tikvah you can.”** Thursday, May 15<sup>th</sup>, we are having a committee chairs meeting for all board members and people they would like to share this with. Letters will go out. Idea is to get people to buy into what they think is the right protocols and systems and that the committees can work together.

**New Business** – Marc Dillman – budget committee is about to begin. This process takes 2-3 months. Anyone who has budget line responsibility will be given a date that

information needs to be provided. Everyone will be contact by the end of March as to when the information is due. Forecast for balance of fiscal year and new budget years information.

Allison Nabelberg – membership discount program. Looking for new and exciting ways to bring people in. Nursery school discount is bringing families in. Offering free year to Rutgers graduates if they stick around the area for a year. No strings attached. Referral discount program. Starting in May and through August, offering 25% discount on membership for the first year for whatever category they are in, all other building dues stay the same. As a way to avoid the fall rush. They would begin their membership in August instead of waiting for the holidays to begin. Question as to how many members we get during the summer. Would these families join anyway? There is no way to really know. We need to make sure that we are not giving anything away. This is for families who have never been members.

Motion – by Allison Nagelberg

**To create new membership promotion by offering to any new members who join between May 1<sup>st</sup> and August 31<sup>st</sup> will get 25% discount at the end of our fiscal year.**

Quesiton is called.

**Vote: in favor – 18, no abstain, no against**

**Motion passes.**

### **Rabbi's report -**

Since Passover starts on Saturday night, we are having a Shabbat dinner the night before. Get the buzz out.

We are considering having a school bus pick up children in Colonia Oaks section of East Brunswick. Looking for feedback

### **Good and Welfare –**

Mazel Tov – Dana Lewkowitz, Daughter of Scott and Stacey, Sarah Safeer, daughter of Barry and Phyllis, Eliza Weinreb, daughter of Steven and Sharon. Szpiro family on the birth of their granddaughter.

Refuah Shelemah – Bernie Binder, father of Marc, Jacob Groman, father of Michelle Millinger

Consolences to George Eichen, father of David Eichen, Lena Miller, mother of Aaron Miller

Danny Greenberg – nominating committee is starting to form. There are a few trustees and officers whose terms are up. Compiling a list now of possibilities. There is one VP (administration) whose term is up. Of the 10 trustees, 4 terms are up. Danny will have this available for the next meeting.

Aaron Rosloff reported that The George Segal Foundation has offered us a major work, we need to make the selection, there will be costs involved in the transportation. We need to establish a committee, Aaron cannot run this. A decision needs to be made about whether to accept the piece, called “Jacob’s Dream”. It is a Jacob lying asleep, with the ladder and a backboard. 10 feet by 12 feet by 6 feet. There are other pieces that we can

consider. This will help enhance the name of B'nai Tikvah by having a piece of his artwork in our building.

Larry Cohen on behalf of Alan Kane - The Israel exchange program will have 10 students coming from Israel. We didn't do this last year, there were not funds available on their side. They are arriving on April 14<sup>th</sup> and we are still looking for a couple of more families to be hosts.

Alan Kane recently become president of Jewish Outreach Institute.

Motion to adjourn by Danny Greenberg

Seconded by Cindy Gittleman