

Congregation B'nai Tikvah Board of Directors Meeting August 6, 2012

Board members attending: Gary Bergman, Linda Fellen, Ben Gottesman, Michael Weiss, Mark Kasdin, Marcie Kfare, Phil Weshler, Andy Ross, Doug Smoller, Jeff Cadoff, Craig Cohen, Arthur Cederbaum, Gary Wesalo, Renee Juro, Bill Greenberg, Stuart Allen, David Cukor

Also attending: Lynne Weiss-Marshall, Steve Katz

The meeting was called to order by President Gary Bergman at 8:02 p.m.

The minutes of the July meeting were approved as submitted.

In the president's report, Bergman informed the board of the creation of a new strategic planning committee that will begin work shortly. Bergman also said about 30 people have registered for an automated phone subscription service that provides emergency notifications of shiva minyans and other urgent matters.

Bergman said Aaron Rosloff is resigning his position as leader of the congregation's senior group, the BT Daytimers. New leadership will be sought.

The financial secretary, Mark Kasdin, reported about \$30,000 in financial obligations remained unpaid from the fourth-quarter a year ago. Currently, about 100 families currently are not eligible for high holiday tickets because they're not current in their payments.

Kasdin said there are 384 member families, including those who have taken advantage of the first year free membership program. He expressed concern about the number who will convert to paid membership. He said information received so far suggests 15 or 20 of those might not. He also reported that two families quit soon after their children celebrated B'nai Mitzvoh without fulfilling their dues obligations for the remainder of the year.

Kasdin said the fiscal year ended with about 80 families still owing an aggregate \$8,000 in gift card obligation.

There was an extended discussion on several aspects of the payment and collection process, including:

- How to collect the full year's dues obligation even when members seek to terminate their membership during the course of the fiscal year.
- The pros and cons of credit card payments
- The pros and cons of electronic bank transfer payments
- The details of the bill itself and how best to maximize payment/collection
- The monthly payment option and whether to encourage its use

In the treasurer's report, Gary Wesalo said collections were very slow at the end of the year, falling short of projected revenue for the last two months of the fiscal year. That was offset

somewhat by a good month of income from the caterer for June and by the Nursery School. A down-payment of \$15,000 was paid to commission a new Torah scroll.

For administration, David Cukor described some of the projects completed in fiscal 2012 as well as some projects pending, including improvements to the parsonage and repairs to the roof over the nursery wing. There was discussion about how to choose real estate agent if a decision is made to sell the parsonage.

For activities, Renee Juro said Bikur Cholim has a new leader. She is Jill Stone. Work is under way on a handout describing some of the programs available at B'nai Tikvah.

On behalf of Men's Club, Steve Katz made an appeal for support and ideas.

Bergman engaged the group in an exercise intended to spark long-term thinking and ideas. The board broke into working groups, each of which was charged with coming up with some thoughts to finish the statement: If you could change one thing at B'nai Tikvah

Many ideas were presented, including:

- Improve the congregation's sense of community with better coordination of activities of subsidiary groups
- Increase and improve outreach to get more people involved
- Improve the bill/collection process
- Initiate an outreach to large donors
- Motivate members to do more, including developing partnering with more active participants
- Reconsidering aspects of the constitutional leadership structure
- Reconsider aspects of the ritual
- Encourage more youth involvement in the service
- Reestablish tot Shabbat;

Juro reported hearing some grumbling regarding the fees assessed for B'nai Mitzvah and what they are supposed to cover.

Cadoff moved to adjourn (Cukor seconds).