

UVJC Board of Trustees  
Executive Meeting Minutes  
8/5/2015  
6:30 pm – Roth Center for Jewish Life

**Present:** Richard Abel, Lori Hirshfield, Robyn Jacobs, Deb Kaplan, Laura Rosenthal, Rusty Sachs

**Absent:** Rachel Kleinbaum

**Guests:** None

1. Call to order and welcome by Deb Kaplan at 6:32 pm
2. Approval of Minutes from 5 February 2015
  - a. Rusty moved to approve the minutes. Rich seconded. Minutes were approved.
3. Treasurer's Report
  - a. The P&L Budget vs. Actual report from Sept 2014 – Aug 2015 was available for review.
  - b. Currently slightly ahead of budget – showing a + \$18,000 bottom line compared to the predicted deficit of approximately \$11,000. Some expenses still to come in August.
4. High Holiday Appeal
  - a. Message for the appeal: *We would like everyone to contribute. Contribute what you are comfortable contributing.*
  - b. Board members will again make an appeal at each of the different Rosh Hashana Services.
  - c. Will be reviewed at the full BOT meeting on 1 Sept 2015.
5. Communications
  - a. Communication strategy will be added to the agenda for the BOT meeting for 1 Sept 2015.
    - i. A comprehensive communication program needs to be developed to keep the community (both membership and potential members) aware of the offerings of the UVJC in a consistent, up-to-date way across platforms (website, weekly update email).
    - ii. A recent Valley News transaction ad attracted a strong but isolated criticism (other feedback was positive). The ad will be modified to clarify the intended message and will continue to be run.
    - iii. Laura is setting up Constant Contact for the weekly Update, aiming for a November start. She will show staff how to use it. It is expected to take more staff time than the current text-only Update does.
6. Federation Reporter
  - a. New UVJC members Paul and Sue Atkind have been attending services at Eastman. Paul approached Deb inquiring about sending reports about UVJC event to the Federation Reporter. This was approved and an article on the Shabbat Pot Luck dinners was submitted. Paul has agreed to continue to generate articles for the Federation Reporter.
7. Update (Weekly Email News) – discussed in Communications, above.
8. Anti-BDS
  - a. BDS is an organized movement promoting boycott, divestment and sanctions against Israel.

- b. Matt Henken and Hilary Ryder are interested in working on legislation to prevent the spread of the messages of this organization. They have approached the UVJC for involvement. This issue should be revisited after they share their needs/desires with UVJC leadership.
  - c. This spawned discussion about the larger question of how we, as a congregation, discuss issues related to Israel. This is a large and separate topic which will need to be addressed independently of the specific request related to Anti-BDS activity.
9. Education Committee
- a. The Education Committee is reviewing their mission and will bring an updated version to the next board meeting.
10. Social Event Planning:
- a. A group of 20 met at Deb's house to brainstorm about and select a number of social events to organize for the upcoming fiscal year:
    - i. Reading/literary night
    - ii. Northern Stage – show and dinner
    - iii. Seasonal outdoor activities
    - iv. Tablesapes/flower arranging
    - v. Women's clothing swap
    - vi. Murder Mystery Party
  - b. These events will be planned in addition to Rusty's film series and Federation's film festival.
11. Adjourn
- a. The meeting was adjourned at 7:45 pm.

Respectfully Submitted,  
Robyn Jacobs  
Secretary

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