

Jewish Community Foundation of Greater Mercer

Board of Trustees Meeting

9.18.23

Attendees: Howard Cohen, Susan Falcon, Michael Feldstein, Harvey Fram, Joyce Kalstein, Stephanie Koren, Miki Krakauer, Lieberman, Chip Loeb, Michael Manning, Jeff Miller, Linda Meisel, Scott Schaffer, James Schragger, Jill Schwartz-Chevlin, Joanne Snow, Tiffany Willner, Marc Wisotsky, Walter Yosafat

Absent: Miki Krakauer, , Oliver Jensen Pimley, and Josh Waldorf, Brenda Zlatin

Mission statement

The Foundation is organized to promote philanthropy and to further the charitable needs of the Jewish community, other charitable institutions, and community organizations.

Agenda

- Call to order
- Mission Statement
- Approval of March Minutes
 - **Approved Minutes from June 19, 2023 by acclamation**
- President's Report
 - Assets and Fund Activity
 - Discussions with Jewish Federation PMB
 - JCYF Fund
- Treasurer's Report
 - FYE 2023 Financials
- Executive Director's Report
- Committee reports
- Programs/Events/Meetings
- Good and Welfare

Anticipated assets:

- Building sale did not go through, rent check to DAF + fees will begin.
- The estate of Richard Glazer is being settled.
- Jewish Center gifts from Life and Legacy- The Jewish Center has received over \$100K in Legacy gifts.

Miki question: if the gifts were housed at the Foundation. The response was yes these funds are now housed in the Jewish Center Legacy fund at the Foundation.

Response: appreciative of someone's generosity, gift of their memory, and institutions contact the families.

The Board moved into Executive Session

The Board voted to move into Executive Session

The Board voted to end into Executive Session

CONTINUE WITH REGULAR MEETING

Succession: Joyce, Wally, Jill, and Stephanie – The succession committee created a job description. This outlines all the responsibilities. The current position does not include benefits and that would need to be a consideration if we moved to find a new ED.

The potential time line: Linda retires June 2023 will accommodate a few extra months if needed so the plan would be to upload the position to potential sites in January 2024 giving 6 months for a search and hire process

Joyce's Treasurer's report: August 31

July 1st, transferred to Fidtech

The system can give us a full report = a good start

.4 million giving in 2 months and 1.6 given in the whole year

Linda's Exec Directors report

Kim Marks has left for another position. Wendy Boxer has been hired in that role. She is a graduate of the School of Communications at Syracuse. It is important for Board members to

Please share and like Facebook posts.

Fidtech - still weekly meetings setting up the account and service = Great decision.

The Foundation staff has established a yearlong calendar of events and Annual Report. Board members are asked to SHARE these posts on LinkedIn and Facebook.

Harvey's Investment Committee report

The 9/11/23 Investment committee meeting did the annual review of the investment policy.

Dan Voss was on the call, exceeding expectations.

Benchmark in Equity.

The committee is considering offering more than one portfolio option.

Vanguard and Fidelity have aggressive- equity only options. They can handle the different portfolios.

Michael and Susan – Marketing Committee

The goal of the marketing committee is to increase the visibility of the Foundation both in terms of the Foundation core products: DAFs, Custodial funds, Endowment funds as well as Life & Legacy.

1. Increase ways JCFGM can support Legacy Shabbats and Legacy recognition.
- 2., Presence at Community partner events –as an example, JCFGM sponsored a mile marker at the upcoming Wheels for Meals.
3. Evaluation of SEO services – assessing the next steps
4. Increasing community engagement through programs/activities/stewardship

Marketing: waiting for Branding decision. This needs to wait until the conclusion of consolidation conversations. Will revisit later, hopefully in 2024.

Chip- small group -> individuals + social media, maybe paid sites?

Miki- Conversations with financial advisors regarding their clients and DAFs at JCFGM

Audit Committee: Marc W. Joyce, met with Joe Carducci of BKC

Fees increase with Joe Carducci - \$3000. Over a 3-year period.

Audit fieldwork done by Dec. 2023

Mike Manning – Book Awards

Michael noted that Stephanie Koren has joined the committee and that has been a very good addition. The committee discussion starts with the specific amount of money for book award grants

Criteria: Jewish Community Contribution and Leadership, Financial need, and Academic strength.

- Students who applied came from the following communities: Mercer, Bucks, and West Central
- The availability of the Book Awards is pushed out through Jewish contacts: JCC directors, rabbis, Religious School Directors, JCYF and Gesher (Celeste) Social Media and HS guidance departments in Mercer Bucks and West Central.

Thank you notes on Facebook and Linda forwarded them to the Board.

Ewing Property: This is a very slow process. There are now questions regarding the Wetlands status – Howard, Jim, and Linda continue to meet with the representatives of the Pierson family: Fraser Pierson and her brother Logan as well as the Wells Fargo representative Kevin.

JCFGM – the intent is to sell, monetize the property, 50% equity of proceeds go to the Foundation.

Upcoming Events:

- **October 16, 2023 7-8 PM**
Considerations for Year End Planning and Implementing your Charitable Objective
- **November 13, 2023 7-8 PM**
Book Talk: *In the Hands of Women* by Jane Loeb Rubin
- **December 3, 2023, 10:30-11:30 AM**
Four Mothers
- **February 12, 2024 7-8 PM**
What Should be Top of Mind for the Jewish Community in the 2024 Election Season
- **March 4, 2024 7-8 PM**
Jewish Life on College Campuses
- **May 8, 2024 5-7 PM**
- **Life & Legacy Celebration**
- ***Good and Welfare***
- ***Happy Special Birthday to Josh Waldorf***
- ***Mazel Tov to Jeri and Scott Schaefer on Grant's engagement to Gaby***
- ***Mazel Tov to Marc and Audrey Wisotsky on Eric's engagement to Andrea***

Respectfully submitted,

Tiffany Willner