

Kol Ami Steering Committee Meeting
October 18, 2015
Minutes

Attendees (in alphabetical order by first name)

Elizabeth Lower-Basch
Emily Schwartz-Greco
Erv Walter
Herb Cooper-Levy
Jane Schulman
Janice Cooper Levy
Lynda Erinoff
Marcel Infeld
Mindy Rudell
Shana Harbour
Sharon Sterling
Suzy Friedman
Toni Popkin

Minutes of the previous meeting and agenda were approved.

Treasurer's report: Erv presented on our status with respect to the budget. (Attachment) We have lots of money in the bank (as expected at this time of year), but there are still \$12,144 of dues owed (compared to the \$7,000 budgeted for dues reductions). He has sent a general email and done targeted calls. Jane volunteered to draft a follow-up letter.

We came in under revenue goal for high holidays – about \$1000. Still need to pay rabbis for high holidays, so that isn't showing as an expense yet.

Coordinator's report: Herb referred us to the written report (attached). He noted that he is running over the 8 hours per week he is paid for. Much of that time is the website. It takes a lot of nudging to get people to provide the details on services they are leading to make them attractive.

Marcel reported on the appointments of Susan Freiband as JCRC NoVa Commission representative and Anne Salzberg as RRC Plenum Representative, and the steering committee thanked them for their service.

Herb reported on High Holiday attendance and lessons learned. More member units registered than last year -- 97 up from 83 -- in spite of lower advertising. We benefited from some Etz-Hayim overflow when they reached capacity. Advertised in the

Washington Jewish week guide to Jewish Life, WJW, Arlington, Alexandria papers. Flagged for future discussion the possibility of using google or facebook ads. Question of whether we can target them to reach less than the metro area. Need to get more feedback from steering and rest of community for recommendations for next year.

Open house next Sunday, 3-4.30. Primarily designed for outreach to potential members, but can also act as a bit of an orientation for new members. Committee talked about how to set it up – maybe give people a chance to share on what brought them.

Jane provided a Rabbi search update.

- Our materials have just been posted with RRC – Rabbi Alpert said he wasn't sure that he'd have anyone for us.
- Search committee also sent to posting to rabbis we have existing connection to - Gilah Langner, Ben Shalva, Joseph Berman. Gilah and Ben both expressed interest.
- Process: Will ask applicants for resumes, narrow it to a few, then ask for writing/music samples, have finalists come for services, adult ed, etc. Eventually committee will make recommendation to steering. Steering takes it to community, will ask for approval for our recommendation.
- Timeline: Hoping to get candidates scheduled for weekends by late this year, early next year. Can include report at the community meeting in January.
- Jane will write up a FAQ if we send questions.

Marcel discussed a Rabbi Leila goodbye party, which she has suggested. Plan is to hold a potluck at the house of a member (Marcel has offered his house, but Herb also said we might be able to get Potomac room at their complex). Rayna agreed to chair the event. Willa will assist. Marcel said event was planned for June 4 or 5 -- others noted that is the same weekend as the community meeting and a Shabbat service. Some discussion of whether it would be appropriate to ask members to donate to Kol Ami in Rabbi's honor. Left over for further discussion next month.

Herb asked about Kol Ami cosponsoring an event by the JCRC honoring the 20th anniversary of the assassination of Yitzhak Rabin. They are bringing in Ayelet Nahmias-Verbin, who is a Knesset member. VA events are the weekend of Thursday, Friday -- Nov 5-6. Cosponsoring does not have a cost. Agreed without objection.

Emily reported on the website design process.

- Committee has picked a vendor to redesign site after RFP.
- Motion to approve contract w/ Addicott Web. Approved without objection.
- We will be responding to questionnaire from designer. Time to send suggestions of what on the website could be improved.

- Toni asked about sharing questionnaire with rest of steering committee – there will be lots of opportunity for input on the language of the website, but not on the architecture of site.
- Marcel asked us to formally approve the decisions to operate as Kol Ami, (without the NVRC), contract with Leslie Garbie to develop a new logo, and use new URL (www.kolamivirginia.org not www.kolaminvrc.org). Motion approved without objection.

Sharon reported on Tikkun Olam – will continue to do bagged lunch, will do toiletries drive, community environmental cleanup.

For children and families, Mindy flagged that we need to figure out logistics of Hanukah party/service.

Attachment:

Coordinator's report

Administration- I continue to do the routine administrative tasks:

1. I maintained the registration list for High Holidays and created name tags for first time visitors.
2. I continue to coordinate and input the Master Calendar (through the end of June 2016, with some events as far as October 2016) to the website.
3. I keep the closet orderly.
4. I check on and order supplies.
5. I coordinate with the UUCA about our use of their facilities.
6. I post JCEP class reports to the website.

Inreach

1. I continue to gradually bring every page of our website up to date.
2. I continue coordinating the Healing List.
3. I am working as part of the website restructuring group.
4. I maintain and update the email lists (member and outreach) and maintain the member database. I invited every nonmember who attended High Holidays to the outreach list. Several have joined that list.
5. Since the last report, I published 5 weekly issues of *The Kol Amite*. This included drafting several issues for distribution prior to my leaving for vacation.

Outreach

1. I continue to respond to inquiries.
2. I worked with Don Kraus to help organize the program on the Iran nuclear agreement.

General Note: Even though I was on vacation (in Europe) from September 24 to October 11, I monitored email and did a few things that needed doing.