



Find Your Way

CONGREGATION BETH EL
OF THE SUDBURY RIVER VALLEY

Beth El Board Minutes 8/9/2018

Board Attendees

- Ken Fishman
- Neil Frieband
- Aaron Friedman
- Ellen Glickman-Simon
- Judy Goldberg
- Michael Joachim
- Steve Probst
- Helen Shik
- Marcos Szydlo
- Susan Tohn
- Lizza Sandoe
- Judy Sletzinger

Other Attendees

- Janet Buchwald
- Scott Newman

Agenda

- Hebrew with Janet 10 min
- Add Helen Shik to Board as Director of Communications
- Scott's report: 15 min
- Free High Holiday ticket publicity and planning: Lizza 10 min
- High Holiday planning update and greeter signup: Toby and Judy 10 min
- Report on finances: Mike and Neil 15 min
- Responses to emailed reports: 10 min
- Sign Conflict of Interest forms, etc 10 min

Board Votes

- To Elect Helen Shik to Beth El's Board of Directors and as Director of Communications. Approved unanimously.

Discussions (excluding any votes/decisions)

Scott Newman's Report

- Enrollment outlook
 - 46 students currently registered (doubled from last month)
 - 3 are new pre-k; one is new family
 - 23 people expected to register have not registered yet
 - New family with a 4th grader
 - Expecting a few other new families with children in the school
 - Expect to see a small surge in enrollment after the High Holidays because we are offering free HH attendance to prospective members
 - Net enrollment on track to be just about same as last year (because of graduating seniors, etc.)

- Free tuition
 - 8 students paying 2/3
 - 15 students paying half
 - Do not know how many will be paying nothing, because enrollment is still ongoing
 - Other local synagogues are emulating Beth El's free-tuition policy
- Staffing
 - In pretty good shape overall; still have openings for 2 teachers
- Curriculum: over-riding goals – see hand-out

Communicating - Free High Holiday Ticket Offer, etc. - Lizza and Helen

- Active on Facebook and now Instagram and Twitter as well
 - Lizza has begun posting “Innovations at Beth El” on Facebook
 - It is very helpful when members “like” and “share” these posts, because that causes Facebook to expose those posts to more people
- Have information about this on the weekly announcements and on the website
- Working on key messages for Beth El

Greeter Assignments for High Holidays

- Focus will be more on “greeting” this year, less on checking tickets, because we expect people to be using free tickets (which will be at the desk)
- Did sign-up for greeter assignments

Finance report - Mike Joachim

- Reviewed membership and dues status and trends – see Finance report
- Budget shortfall for last year: was budgeted at over \$100,000; now it looks like it will be closer to \$60,000.
 - We fill this shortfall with funds from our savings: Carob Tree Initiative, etc.

Tikkun Olam and MetroWest Free Medical Program - Judy Sletzinger

- There is a sanctuary committee, and we are supporting the Ayala family, who fled violence in El Salvador to come to the U.S.
- Forming a committee and want to do a fundraiser to help them
 - Suggestion – set up GoFundMe account for this

Discussion of Email Reports

- Rabbi Breindel's report
- Ritual report
- Adult Ed report
 - There will be an Adult Ed brochure ready for High Holidays
 - Jess Baker has volunteered to be our Library coordinator

Reports and Attachments

- Rabbi's Report
- Adult Education Committee report
- Finance report (revenue)
- Ritual Committee report
- Ruderman Synagogue Inclusion Project – Partner Update report