

Executive Team Meeting
October 25, 7:00 p.m. via ZOOM

Present: Debra Levy-Fritts, President; Stephen Falk, Finance Director; Laurel Fisher, VP; Jason Gadsby, Treasurer, Lory Kohleriter, VP; Myron Schwitzer, VP; Rodney Schlosser, Past President; Rabbi Paley, Steve Lewis, Executive Director.

D'var & Blessing (Rabbi Paley) Genesis 23:4; 24:1-4. Abraham buys land for Sarah's burial plot. Abraham asked his servant to find Isaac a wife but from the land where Abraham was born. Parallel God doesn't just make promises, but he uses agents (us) to make the promises come to fruition. We have to make things happen (create the prerequisite conditions) to make promises come to be. It is a great responsibility to make that happen.

President's Report (Debra):

- Debra reminded everyone we are having a luncheon this Wednesday (10/27) at noon for the staff and clergy. Everyone is invited.
- She is also talking to the committees and creating a schedule for updates/reports for board meetings.
- Debra has been speaking with GiveSmart, Brotherhood, and Sisterhood about the GiveSmart renewal. GiveSmart offers an option to do a fundraiser like North Texas Giving Day, a peer-to-peer mechanism, as well as other features beyond auctions (it does ticketing, messaging of all existing donors, etc.) Can use peer to peer as way make a competition.
- Annual Fund Update: Per Kathryn Frish, the annual fund has raised 129K (133K with NTGD)
- Board profile exercise, debrief. Debra will share with Rodney, board.
- Frisco location update – Debra checked in on Rabbi Heidi Coretz. Things are going well. Some concern that Covid has impacted attendance, but people are attending.

Nominating Committee (Rodney):

- Nominating committee has been fully seated and include Ryan Schamerloh, Jeff Kort, David Gerber, Jenna Surach, Ali Rhodes, Marcy Finn, and Rodney Schlosser.
- There are nine board members who are up for re-election. Rodney has spoken to Executive Committee members to determine their continued interest in serving.
- The weekly e-blast includes a nomination form for those who may be interested in serving.
- The final slate for the incoming Board subject to congregational vote will be completed by 12/25 – 1/1.
- Debra mentioned they are working on a clear responsibility list for board service. To be sent to Rodney.
- Generally, board members must be present. Engaged/involved. Financially committed to the temple. Need to serve as a Chair or Vice Chair of a committee.

Executive Director Report (Steve):

Golf Tournament: Irv Munn is out of town, but he will have the financial details to us in approximately a month. The Golf Tournament Committee is doing an additional push via email soliciting the items that did not sell.

Mercy: We sent Mercy a demand-notice last week as they were ignoring the mask mandate. This past weekend, they had 80% compliance, so the letter was effective. Steve had a conversation with their in-house counsel and of Mercy's three Sessions. (Sessions are generally made up of the pastor and elders of the Presbyterian church. Mercy doesn't currently have a pastor.) There have been some internal communication issues with Mercy. The person who had been responsible for communications is no longer a Session (their term for board leader) and so there was no communication to the congregation. Steve will have a meeting along with Mark Stromberg and their Session to ensure Mercy has access to information they were not privy to over the last six months.

We are giving them a concession as we are asking them to be masked but not vaccinated as is the policy with our members. There will not be a further update by the next Board meeting (11/1) as the meeting happens afterwards. Their lease is through May 2023, and we want an amicable solution.

CDA: They are exemplary tenant. They have greatly improved our facilities through the playground renovation, painting of the Religious School, etc. Steve had a meeting last week with their headmaster. The headmaster stated our location is fantastic for them. Their enrollment has gone up significantly. The more kids they have, the more they pay in rent per the lease provisions. They want to continue capital expansion projects. They are thinking this summer they will renovate the restrooms and install new lighting. CDA has a heightened interest in building a facility onsite that could function as a gym and classrooms which we would have access to on the weekends. We are only two years into the lease, and they are already committed to continuation of the lease beyond the current lease term. They are respectful and actively involved in upkeep and building sanitation, etc.

Project Atideinu Closeout:

The original Atideinu fund did not raise enough funds to cover the extensive building renovations so Temple Shalom took out a loan and through the additional 50th Anniversary fundraiser we covered that loan. We closed the loan out last month by paying off the final \$200K owed. We had the cash to pay off the loan in full previous years but chose not to as it was a free source of cash flow for the organization. In Project Atideinu budget, there was a line item for interest which covered the loan interest. It was a very inexpensive way to borrow money to pay everyday bills. After paying off the loan, there is a net positive book balance of \$200k. The Board will have to decide how to book the revenue. Options for booking: 1. We have an operating carry forward loss of several hundred thousand. 2. We could also use it to spread it over a lot of different things. Steve recommended avoiding the temptation to use it to fund something we would not be able to pay for again later, but perhaps an experiment in an area of need. The Board will ultimately determine/vote on how to account for the \$200,000. Jason mentioned carry loss forward on operating budget and carry loss forward on the capital budget. We have made a dent in the carry loss forward on the operating budget. Before the close of last year, it was \$600k. Due to PPP loan dropped it down to \$450K. Steve stated the \$200K is not actual cash. It is an accounting function. Rabbi and Jason asked Steve for his recommendation.

Rabbi's Report:

Deferred to board meeting.

Membership “adaptive challenge” opportunity, URJ: Debra presented email/article for URJ. They have invited us to be a part of a learning lab. Learning Lab Opportunities include:

- (1) Transforming the Ecosystem of Membership and Belonging,
- (2) Improving What's Working, and
- (3) Beginning Again: Creative Imaginings of Jewish Community.

Different individuals from Executive Committee, Board, and membership could represent Temple Shalom and participate in the learning lab. Jason asked if we have a committee to transform our membership model. Debra state we have a membership committee but don't currently have a structure of belonging membership-transformation committee. The lead of this proposed committee should be a part of the learning lab and bring ideas back for consideration. Theresa mentioned Option 2 is the safest, but the learning lab could give us the opportunity to work with other minds/Reform synagogues on building an excellent program.

OnBoard Update (Theresa): Theresa spoke about the fundraising component to the last OnBoard workshop, which was held on Sunday, October 17th. The session was led by Amy Eisenstein who is

the CEO and Co-Founder of the Capital Campaign Toolkit and is a publisher of numerous books on fundraising.

- Identification (20%): includes serving on a committee that helps identify new members or individuals who could give to galas, fundraisers, annual fund, etc.
- Cultivation (40%): Cultivating could take months before a big ask. Many board members could be involved in cultivation. Could be as simple as asking potential donor if they want to be involved with a special committee, volunteer at a Mitzvah event with them, a special program, or ask them to an event or service as their guest.
- Solicitation (5%): the Board members willing to ask for the money.
- Stewardship (35%): those who send thank you notes to donors who gave to special projects or call them from time to time and let them know the impact of their donation.

Theresa also gave a quick overview of the 3-Step Approach to Teaching Board Members How to Ask for money.

Meeting adjourned at 8:19 p.m. and moved into closed session.