

## **Temple Shalom 5-22-23**

### **Executive Committee Meeting:**

Present: Dennis Eichelbaum, Mark Stromberg, Steve Lewis, Jason Gadsby, Debra Fritts-Levy, Karen Stock, Terry Abel, Theresa Myers, Stephanie Hirsh, David Lamden, Joel Guskin

Not Present: Gail Enda, Laurel Fisher, Rabbi Paley

**D-Var:** Delivered by Steve Lewis.

### **Presidents Update:**

Annual Meeting – Feedback was positive.

Fond Farewell – Expenses \$18,178 Sales: \$62,250 – Profit: \$44,072 (according to board resolution at April meeting these excess dollars will go into the capital reserve fund).

### **Council Assignments:**

Administration: Joel Guskin

Connection Building: Laurel Fisher

Governance: Stephanie Hirsh

Life-Long Learning: Terry Abel

Development: Theresa Myers

Tikkun Olam: Debra Levy-Fritts

Worship: Gail Enda

Executive: Dennis Eichelbaum

Note: Each EC member should contact Dennis if they seek a change or make changes among themselves.

### **Responsibilities:**

Connect with your staff liaison.

Confirm committee chairs by July 31.

Establish communication system with chairs.

Facilitate communication across chairs.

Identify and bring forward items for board or exec committee meetings.

### **Strategic Planning Report**

The draft Blueprint 2025 annual report was shared – and a plan for engaging board in discussing the results and 200+ comments was offered.

### **Decisions Made:**

EC supported recommendation that Zak Palmer be invited to present an overview analysis of the comments and set the board up for follow up discussion. (30 minutes) at the June board meeting. Discussion questions might include:

Of the section assigned to your group be prepared to share:

3 Things that Stood Out to Your Group (What you consider the most important take aways)

3 Follow Up Questions (What are you still wondering about)

3 Things that Surprised Your Group (What did you not expect to find?)

3 Recommendations for Board, Staff, and Committees this year

### **Sylvan Baer Grant Opportunity**

David will attend the community orientation.

Theresa Myers will coordinate submission from across the councils.

PS David shared later that week that TS is not eligible to submit this year because it was awarded a grant last year.

### **Fund-raising**

Decision made:

Executive committee supported the fund-raising report provided Theresa Myers. See Attached.

As well that a fund-raising discussion will be one focus of July 15 retreat.

### **Leadership Development:**

Aric Stock and Frederick Reynolds will be leading the Leadership Development.

Debra and Jason will send their referral names. David will work with staff to see who they recommend. SH to share names with Aric and Frederick.

### **Nominating Committee**

Decision Made: Executive Committee identified two and one back up.

### **July 4 Program:**

Decision Made: EC supports Brotherhood July 4 plan for parking lot refreshments. EC wants assurances of appropriate security and Port O Potty.

### **Endowment Committee:**

Decision Made: EC nominates the following:

For Terms expiring in 24

Irv Munn

Dorothy Garsson

For Term Expiring in 2025

Marshall Funk

Jason Gadsby

Mike Hirsh

Raelaine Radnitz

Proposed 23-24 Board of Directors

Irv Munn

Dorothy Garsson

Marshall Funk

Jason Gadsby

Mike Hirsh

Raelaine Radnitz  
Dennis Eichelbaum (TS President)  
Joel Guskin (TS Finance Director)  
David Lamden (ex-officio)

**Board Agenda for June 6**

Items were identified.

**Board Retreat:**

Focus will be board responsibilities and goal setting; and fund-raising.

**Ex committee Dates**

Some dates were changed.

See memo Dennis sent following day. (Attached)

Meeting Adjourned: 10:12 pm

## Fall Fundraiser Status

Based on early planning and recruitment efforts the following issues have surfaced:

- Many concerns regarding two fundraisers in October.
- Phrases to describe our current status:
  - Donor Fatigue
  - Volunteer Shortage
  - Too many fundraisers overall. Someone even said: What happened to the “One Signature Event” discussed in the Blueprint?
  - People don’t want to help because they are already committed to helping with one of the other “4” – (Annual Fund, Golf Tournament, Brotherhood Shalom Award, and Sisterhood WOV.)
  - Others just came off the Fond Farewell for Steve Lewis Fundraiser Committee.
  - We have another year of fund-raising for OnBoard.
- The proposed fall fundraiser has a minimum \$15,000 investment – and no market study/or other data to determine possible profit opportunities.
- Rising concerns about Safety. Would need to greatly increase security.

**Fall Fundraiser Recommendation:** Table it at this time and put resources into the Golf Tournament that has a proven history of success.

**Proposal:** Maximize staff and volunteer efforts toward increasing the profit (\$21,000 minimum) from the Golf Tournament.

### Possible strategies for raising/increasing October 2023 Golf Tournament Revenue by \$21K:

- Each board member secures the equivalent of \$1000 in **new** sponsorship or auction contribution(s). *We assess the level of commitment at June board meeting and focus in during July retreat with perhaps a speaker about the role of boards in fund-raising).*
  - We ask each **Board member to identify business for sponsorship and/or businesses for auction items with minimum commitment by each board member of raising \$1000.** Ask for timelines for the asks to be completed.
  - We provide the Board with marketing materials and resources to support efforts.
- **Offer an Add-on advertising package** to all confirmed sponsors that potentially include:
  - Website partners page
  - Monthly listing in newsletter
  - Quarterly ads (different levels depending on package chosen). *Idea offered by our new Executive Director.*
- **Secure new golfers for the competition** (who have not previously participated or have not participated since PRE-COVID). Each new golfer generates \$\_\_\_ in profit.
- **Host family-oriented Sunday or Monday morning “kick-off” activities for families** i.e., miniature golf outing at Adventure Landing or another location.
- Is there **something to offer/engage non-golfers? Mah Jongg?** Was it successful previously in 2018?

- **Add a raffle and drawing** at dinner like the JFS fundraiser (Texas Raffle laws 2/year: <http://texascpaaa.net/TCPAAA/raffle.pdf>)
- Do we want a **LIVE Auction** event?

**If this plan does not produce the full \$21K, we still have 10 months to secure the rest including a percolating idea to attach to activities associated with Hanukkah.**