

Congregation Brith Shalom Board Meeting

Minutes

August 16, 2012

CBS President Milton Mosk, III called the meeting to order at 7:00 PM.

Present: Milton Mosk, Allan Goldstein, Jeffrey Actor, Karen Lukin, Martin Kay, Gregg Sheena, Rhoda Goldberg, Paula Bottecelli, Steve Conaway, Peter Gingiss, Henry Jakob, David Lewis, Marc Malacoff, Randi Sonensheim, Sheldon Weisfeld, Leah Wolfthal, Lisa Estes, Maxine Goodman, Lisa Lowenstein Dave Marbin, Laurie Silverblatt, Rabbi Ranon Teller, Cantor Mark Levine, and Larry Estes, Executive Director. Visitor-Mark Katzenellebogen

President's Report

Milton distributed the CBS Board Retreat Briefing Book that we will use at the Board Retreat which will take place on August 19 at Hess Tower, 1501 McKinney.

Current year goals and objectives:

The Governance team is working to complete a draft of suggested changes that will be presented to the Board by October and then will be discussed at smaller meeting with the Congregation.

Developing a strategic plan

Developing a marketing and communications plan

Better coordination of volunteers

8 of 33 Board Members (24% of Board) sent Milton suggestions for what needs to be improved upon at CBS:

1. Acknowledgement of volunteers, better congregant communications with a balance between email and print
2. More youth group volunteer opportunities and more outreach to intermarried families. Visit UT and A&M to meet with CBS college students
Cantor Levine is encouraging more young people to read Torah. He is also organizing retreats and Shabbat dinner programs to engage students.
3. Appoint a Social Action Chair. Plan an annual new member event .Honor the office staff
4. How does Judaism inform political issues and Social Action as part of our Jewish journey? Explore issues of intercultural tolerance
5. Engage and reach out to current members in order to retain them, look at improving long term financial security. Focus on governance issues.
6. Improve fundraising efforts, increased Clergy outreach to members outside of the building. Look at the long term needs of the physical plant.
7. More emphasis on the Endowment Campaign and Legacy Campaign. Increase appeal of CBS to younger singles and young families.

These campaigns will be reenergized. 15-20 members will be solicited at a time.

It is estimated that by 2020 that all nonprofit institutions should have 20-25% of their budgets financed by endowment funds.

8. Appoint a chair for each age group to help develop programming for each age group.
Use "Coffee @ CBS" to encourage people to get together when they are at the Synagogue on Sunday Morning.
Make the weekly eblasts shorter and include more hyperlinks to programs and blogs.

Milton asked what the Board should focus on this year:

Leadership development of the next group of CBS leaders- possibly develop a think tank of 20-35 year olds

Develop a business model for the next 3-5 years.

Please send Milton two suggestions of what the Boars should be focused on. This is a critical time in the history of CBS.

Financial Report

Martin Kay, Financial Vice-President, reported that we are on target financially one month into the 2012-2013 fiscal year. The 10 month collection cycle has worked well because it allows for two months to collect any past due accounts. Anyone wanting to pay on a 12 month cycle is allowed to do so. The attached agenda gives detailed information.

Operations Report

Larry Estes, Executive Director, reported that the repair of the Religious School canopy will be completed by the start of religious School. The replacement of the lighting controls system will be completed by the High Holidays.

Funds for these projects will be paid for from CBS funds that will be reimbursed by the building fund assessment over the next 12 months.

Larry reported that the Sisterhood is planning to outsource the operations of the Gift Shop. The Sisterhood will receive of gross receipts.

A discussion of whether others should have had the opportunity to bid on operating the Gift Shop and whether Sisterhood should make that decision resulted of a vote of 15 in favor of outsourcing and 4 against.

Old Business- None

New Business- None

Major Upcoming Events

The Board Retreat will be held on Sunday, August 19, from 9:00 AM-3:00 PM.

Rabbi Ethan Tucker will speak at CBS during Selichot weekend to kick off the Hadar Houston program.

On August 27 Men's Club will hold the fantasy football draft.

Men's Club will have a speaker from the Bellaire Police Department who will speak on safety issues on September 9.

There will be a Sisterhood membership event on September 10.

Good and Welfare

Sheldon Weisfeld congratulated Gregg Sheena on a successful Maccabi program.

25 people attended a Sisterhood training program given by Toby Mazer.

Lisa Estes said that the summer CBS interns were excellent.

Congratulations to Lisa Lowenstein on her son Everett becoming a Bar Mitzvah.

Leah Wolfthal thanked everyone for a meaningful Board Meeting.

\$65.00 was collected for tzedakah.

Milton Mosk adjourned the meeting at 8:55 PM.

Respectfully Submitted,

Rhoda L. Goldberg

Secretary

