

Jewish Reconstructionist Congregation
 Board of Directors' Meeting Summary
 Date: November 11, 2021/ Location: Zoom
 Start Time: 7:30 / End Time 9:11 pm

ITEM	ACTION
I. Welcome and Call to Order	
II. Blessings	
III. D'Var	David Block
IV. Appoint Timekeeper/Vote counter	Appointed
V. Monthly Financials, Membership Renewals, Projections	<ul style="list-style-type: none"> ● Membership continues to be the big concern. The unknowns are religious school enrollment, early childhood and what the Gala will provide for donations. ● The "Taste of JRC" brought in 6 out of 7 families. ● Some new members are people who grew up at JRC now coming back as adults as well as older members who are coming back after experiencing a life cycle event in their family. ● In terms of dollars, for every senior member that leaves we need 1-2 younger members to join <p>Motion was made to increase the budgeted amount for dues adjustment from \$205,000 to \$225,000. Approval of the board is needed so that the Executive Director has the freedom to make adjustments with out going over budget.</p> <p>Motion Approved.</p>
<p>VI. Money and Membership – 3 Groups to look at Different Pieces of Money and Membership:</p> <ol style="list-style-type: none"> 1. Looking forward, looking back 2. Market Research 	<p>1. Marla summarized the group's findings that thought more about looking at the history of JRC's membership and thinking about where we are now (a retrospective). They would like a question to be added to the focus group about people's "hopes and dreams" for our congregation. They think people were drawn to our synagogue for the same reasons then as they are now.</p>

3. Marketing & Messaging

2. David Block summarized the discussion of the Market Research group. They want to Figure out who we are as JRC – identify who we are not – understand how other congregations describe their program – looked a lot at the JUF report. Jewish population in near north suburbs is decreasing. in other places it is growing. Good move to change from “JRC Evanston” to just “JRC”.

Next steps:

Create a list of other synagogues to investigate how they have handled marketing. We will do an interview – how are other religious organizations meeting this challenge. List of questions will be developed. Goal is to start after Jan. 1 with this step.

We are all asking a lot of the same questions – why people join and what do they like about it here.

3. Becca Sperling summarized the Marketing and Messaging group’s thoughts. There was consensus that JRC needs a permanent sign visible to all along Dodge Avenue so they know it is a synagogue. Discussed suggestion of having a banner outside temporarily – Micky would rather wait for new formal signage but open to more ideas.

- α. As a temporary solution Katie had suggestion of using children to design signage and use the children’s art- Big enough that it says JRC spelling out- Katie could work on that! She will talk to other religious school madrichim and teachers and Rabbi David. Micky will work with Katie on this idea

Next steps:

Put budget for both marketing consultant and signage on the agenda for Jan/Feb to touch base – stay accountable

Need to gather the info from the Focus groups.

<p>VII. Strategic Plan Update – Focus Group Plans</p>	<ul style="list-style-type: none"> ● Becca’s team has created a list of questions and there are a lot of them. Not all the ideas for questions can be covered because it needs to be strategic in what we ask. ● Discussed ways to get more people to sign up for the focus groups.
<p>VIII. Minutes from October 13, 2021 meeting</p> <p>IX. Consent Agenda</p> <p>a. Rabbi’s Report b. Cantor’s Report c. Executive Director’s Report d. Treasurer’s Report e. House Report f. VP Education/Religious School Report g. VP Membership Report h. VP Tikkun Olam Report i. Tier 1 Decisions</p>	<p>Approved</p> <p><u>Notes/Discussion about Consent Topics:</u></p> <p>h. Reminder of Board Goals 4 & 5 from 21-22 to conduct training around anti-racist and understanding diversity in a Jewish setting. Pilot Training will be held with Rabbi Sandra Lawson and RRW in time to present at the National Convention in March.</p> <p>i. Three Tier Decision making: The JRC Tikkun Olam Leadership Team voted to allow JRC to commit to the sponsorship of one to two refugee families through the Ethiopian Community Association of Chicago under the leadership of the Immigrant Justice Task Force. The request was submitted by Edie Canter, chair of the IJTF. The IJTF has already received commitments from 18 members who will help provide support for this process.</p> <p>Consent agenda approved.</p>
<p>X. Yasher Koach</p> <p>Sign Ups – Reminder and thanks</p>	<p>We now have a Google form to use so that people can enter their suggestions/names ahead of the meeting:</p>
<p>XII. Good and Welfare</p>	<p>Items were shared.</p>
<p>XII. Next meeting/Other Notes and adjournment</p>	<p>Next meeting -December 8 – (Zoom Gabbi needed) We may save time to discuss the pilot program with Rabbi Sandra Lawson and learn more about what it will entail.</p>

	We will be thinking about a new way to structure the Board as well as goals. The Design Team will be thinking about new VP roles but no bylaws changed yet. Trying a new approach to leadership next year.
XIII. Executive Session	Adjourned 9:11