

Lerner Jewish Community Day School
Meeting of the Board of Directors
Tuesday, May 9, 2017
6:35pm-8:35pm

- Directors present at start: Jonathan Dayan, Lauren Gindes, Tal Wittle, Sally Brown, Norma Gindes, Jeremy Browner, Grace Marion, Andrew Janiak, David Goldman, Hollis Gauss
 - Staff Present: Eric Stultz
 - Staff Absent: Allison Oakes (at the PEJE Generations conference in LA)
 - Directors arriving late: Jonathan Blitz (7:02p), Kathryn Wolf (7:12pm)
 - Directors Absent: Maia Szulik, Norah Goldman, Richard Goldberg, Sue Egnoto
1. Review and approval of Consent Agenda
 2. D'var Torah delivered by Tal discussing Destructive Behaviors and Constructive Responses with the goals of improving communication within the board and within our lives
 3. Reports
 - a. HOS report – provided ahead of time via Dropbox – not presented, no discussion
 - b. Finance/Development report
 - i. Finance Report – Eric
 1. At this time of year, there are not many changes to the budget or projections – summary notes provided in Dropbox
 2. Regarding substitute teachers, we have overspent and that was due to under budgeting and hoping to realize savings that did not materialize
 3. Still investigating opening multiple banks accounts and moving money around for the purposes of having cash FDIC insured
 4. May cash numbers are low because people are done paying tuition and bumps are expected in June (camp) and July (tuition)
 5. We met the Leon Levine match and will received an additional \$15k
 - ii. Development – Hollis
 1. Hollis is speaking with the 3 board members that have not given to the annual fund
 2. Parent participation in the annual fund is 55% - that is low from a historical perspective – letters and calls to follow
 3. Staff participation is 67% - that is also low and is typically 80%+
 4. There is a concern that development is not really \$30k above budget because the top line includes the Leon Levine match which impacts forecast and expectations for next year
 - a. An idea was expressed to correlate percentage of parents giving to annual fund with percentage of families receiving tuition assistance
 5. In Development report, ensure that the percentages for each level take into account the higher level. For example, if a parent is a board member and thus counted in the board category, ensure they are not counted in the denominator of the parent category
 6. General discussion about development:
 - a. Norma expressed that there needs to be a new Annual Fund strategy and we need a new report/dashboard that is easier to understand and track.

- i. Once that is established, massage old data into new format for comparison purposes
 - b. Eric will show annual fund graph from his report minus fundraisers
 - c. There is a concern that the match this year may have stretched people that won't give the same amount next year without a match
 - d. There was a question about how the match impacted auction revenue because people may not have given at auction because the dollars weren't matched
 - e. Should the auction be the Annual Fund Kickoff or the Annual Fund Conclusion rather than an isolated/disconnected event?
 - f. Tal noted that it used to be the case that all Annual Fund dollars funded (what is now) Flexible Tuition
 - c. Strategic Planning Priority Areas Progress
 - i. Development - Jonathan Blitz
 - 1. Objective to define a strategic direction for systems
 - a. Make sure to connect with Dave Childers on Development Committee
 - 2. Desire to review flexible tuition
 - a. Determine its financial impact good & bad and model what happens if we increase/decrease.
 - b. Make sure to connect with Flexible Tuition Task Force and Finance Committee
 - c. Recognition that 50% is not sustainable and that Nanette has said that 30% is a good target
 - d. Determine how flexible tuition fits in with school's mission
 - ii. Enrollment – Lauren
 - 1. Getting started on data gathering and setting up meetings
 - 2. Current focus to deal with immediate re-enrollment
 - iii. Marketing
 - 1. No report given
 - 2. Jeremy shared that there is a 5/16 meeting with Allison to record a video session. Norah and Sue should be looped into that and make a decision of what to do with the content.
 - d. Upcoming board member obligations – Hollis presented reminders of events and requests to attend and to give
 - i. Annual meeting 5/21
 - ii. Lerner/Fed board brunch at Tal's house 6/4 10am
 - iii. Lerner graduation 6/4 2pm
 - iv. Pledge/give to Lerner Fund
 - v. Send well wishes to Evelina
4. Slate
 - a. Motion to approve the slate and present it to the membership for approval at the annual meeting
 - i. Proposed by Jonathan Blitz
 - ii. Seconded by Tal
 - iii. Approved unanimously, motion passes

5. Amendment to By-Laws for off-cycle director and officer appointments
 - a. Review of Jeremy's proposed wording to add language to sections 3.10 and 4.4 of the By-Laws.
 - b. Discussion and modification of wording for clarity
 - c. Motion to approve additions to sections 3.10 and 4.4 of the By-Laws as presented with fix for proper capitalization and removal of errant comma and present to the membership for approval at the annual meeting
 - i. Proposed by Jeremy
 - ii. Seconded by Sally
 - iii. Approved unanimously, motion passes
6. Update/Recap on decision process for HOS contract - Hollis
 - a. Review of process as shared in Dropbox
 - b. Suggestion/agreement to move request for contract parameters from HOS to 5/30 deadline
 - c. Set date for special June meeting to 6:30pm on 6/13
7. Endowment presentation – Tal
 - a. Endowment currently at \$500k on track to grow to \$600k by 11/30 (the Generation program close) which will lead into the Grinspoon program
8. Adjournment – meeting adjourned at 8:35pm

Upcoming meetings:

Annual Meeting: May 21st, 1pm

Board Meeting: June 6th, 6:30pm

Special Meeting for HOS evaluation: June 13th, 6:30pm