

Chair: Lauren Schlezinger ♦ Minutes: Karen Wisialowski ♦ Timekeeper: Betsy Rosen

Nathaniel Bergson-Michelson  
 Kristine Berman  
 Marc Engel  
 Lois Fried  
 Scott Haber  
 Jon Herstein  
 Marilyn Hollinger  
 Ware Kuschner  
 Jeff Lerner  
 Gene Podkaminer

Betsy Rosen  
 Arlene Rosenberg  
 Lauren Schlezinger  
 David Silberman  
 Sharon Silverman  
 Yash Snider

Staff  
 Rabbi Lisa Delson  
 Rabbi Dan Feder  
 Rabbi Molly Plotnik  
 Max Ruzi  
 Allison Steckley  
 Karen Wisialowski  
Guests  
 Rabbi Lou Feldstein

**Summary of General Trustee Action Items**

1. Sign up for Friday Night Welcome <hyperlink> for remainder of 2016. (Heidi/Karen to create 2017 sign up).
2. Check out [URJ's Diversity Toolkit](#) in the Board Resource Folder in Box.
3. Think about Josh's communications questions to prepare for the December Board meeting:
  - a. How might we prioritize the various goals for communications?
  - b. Given our new language and attitudes for assessing "success," how do we gauge the efficacy of communications?
  - c. How do we assess whether or not we're succeeding?
4. Review [HHD 5777 feedback](#), available in the Board Resource Folder on Box.

**Cultivating Sacred Space**

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|---|-------|-----------------|
| 1. Opening Song & Blessing                            | 5 min |                 |
| Meeting called to order at 6:00 PM.                   |       |                 |
| 2. D'var Torah ( <i>Nathaniel Bergson-Michelson</i> ) | 5 min |                 |
| 3. First Impressions                                  | 5 min | Pair Discussion |

**Vision: Big Picture, Big Questions**

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|---|--------|-----------------------------|
| 4. Vision/Mission/Values-Based Budgeting ( <i>Lou Feldstein</i> ) | 75 min | Presentation/<br>Discussion |
|---|--------|-----------------------------|

Rabbi Lou Feldstein presented a framework for building a mission-aligned budgeting process. (See attached.) Highlights:

**Important Dates for Trustees**

Personnel Committee Meeting—November 17, 4:30pm ♦ Executive Committee Mtg—December 1, 7pm  
 Board Meeting—December 14, 6:15pm (NOTE: Second Wednesday)  
 Panim el Panim Multifaith Day of Learning—January 22, 2pm

- Best-in-class budgeting process: 1/ goals and principles set by leadership, 2/ budget committee that includes leaders in addition to financially skilled finance committee members, 3/ data driven, 4/ understanding in macro and financial trends (affiliation rates, membership rates, membership commitment vs. donations, etc.), 5/ multiyear budget v. actual, 6/ identifying financial outliers.
- Lou presented data specific to PTS and walked the board through a discussion of how to look at our data for decision making.
- Building a mission aligned budget: 1/ activities audit, 2/ core and priority areas, 3/ expense allocation.
- There was Q&A related to implementation of these recommendations and specifics related to the environment at PTS.
- Key takeaways: 1/ start building endowment through legacy, 2/ develop an audit committee to develop a set of current programs & offerings that we can then use to set priorities. 2-3 people, 3/ build closer partnership between board of trustees and staff in budget process.

5. Vision/Mission/Values-Based Communication (*Josh Mason-Barkin*) 15 min Report

Josh presented some highlights of his work in recent months: 1/ selected fonts: Gill Sans Nova and Chapparral Pro, 2/ logo in process, 3/ website early planning in process (7-12 months). Josh encouraged board members to visit [news.sholom.org](http://news.sholom.org) and [israel.sholom.org](http://israel.sholom.org) as examples of website subdomains to come.

Questions to consider for next month's discussion

1. How might we prioritize the various goals for communications?
2. Given our new language and attitudes for assessing "success," how do we gauge the efficacy of communication?
3. How do we assess whether or not we're succeeding?

## Realizing our Mission and Values

6. Introduction to Audacious Hospitality (*Scott Haber*) 15 min Discussion/Activity

Scott shared highlights from URJ's Day of Learning on November 6, 2016. Questions that were raised and discussed: What can we do to build relationships and increase our "audacious hospitality"? How can we reach out to those are not engaged or less engaged, with special attention to groups that may feel separate, such as LGBT, interfaith congregants, etc.? Does everyone feel welcome? Do we embrace diversity? Congregational leaders were encouraged to think about these questions when developing events and programs. [URJ's Diversity Toolkit](#) is available in the Board Resource Folder in Box.

7. Women of Reform Judaism Pacific District Conference (*Lois Fried*) 5 min Report

Lois shared highlights from WRJ's 53<sup>rd</sup> Pacific District Biennial. Sisterhoods from across the district gathered in Los Vegas to share their experiences with fundraising, programming, etc. Lois shared

Board of Trustees Meeting  
November 16, 2016 6:15 pm  
Minutes - Approved

Shabbat experience and musical programming was inspiring. Also attending was Shari Carruthers, who serves on the Board of the Pacific District of the WRJ.

**Governance**

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|-------------------|--------|------------|
| 8. Packet Q&A     | 10 min | Discussion |
| 9. Consent Agenda | 2 min  | Vote       |

**Concluding Song**

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