

## Temple Sinai Board of Trustees & Retreat Meeting Notes

11/30/21

Attendees	Present	Attendee	Present		Present
David Eisner	X	Bob Steine	X	Terri Tillis	X
Vicki Goldman	X	Stephanie Podolak	X	Marshall Tobin	
Fred Leviton	X	Lisa Meer Weiss	X	Erwin Gelfand	X
Stephen Weinstein	X	Lauren Kimball	X	Rebecca Hea	X
Bruce Tully	X	Dave Soloman	X		
Rabbi R. Rheins	X	Ron Leff	X	Carly Coons	X
Rabbi J. Callman	X	Lauren Bubis	X	Shana Jacobs	X
Lisa Thorner	X	Mara Simon	X	Rachel Cram	X
Shelia Purdin	X	Melissa Maahs	X		

### Introductions

- D'var Torah/Chanukah Lighting – Rabbi Rheins
- Ice Breaker – Carly and Sheila
- Why did you join the Board?
- Current Goals of Staff/Board
- Year-End Goals of Staff/Board

### Engagement Goals

Are we meeting the needs of our congregants?

- What are the needs?

### Personal connections

- Board and Ambassador committee
- Suggestion Box
- People to coordinate demographic groups attending services/events

### **BRAINSTORMING**

Empty Nesters-

Vicki Goldman- Connections, social action, volunteering

Terri Tillis- People need to choose to be involved so they can develop social connections, need to encourage others to connect not necessarily add more programs.

How? People who are involved can share testimonies about how they are enjoying programming and how its positively affecting them

B'nai Mitzvah up to older children gap-Bob Stein- How to better keep them involved as they grow into adulthood

Dave Solomon- Programming is doing a great job, it's exciting. Add better social media presence with photos to crete buzz

Marketing Strategy? Lauren Kimball- how does Temple Sinai stand out from all the other organizations ? What is our brand reputation?

Shana Jacobs

Celebrating; there are many families that we are meeting their needs and we don't necessarily need MORE

Stephanie Podolak

People need to take the first step in engaging. If we can ensure there is ONE genuine connection and welcome this is what may fully engage them when they are testing programs out.

Rebecca Hea

The empty nester gap is still big after b'nai mitzah with children. It's hard to re-engage.

Erwin Gelfand-

"Why did I join the board?" my wife was encouraging me. Sinai needs to help support young people with their Jewish Identity. We need to better identify the constituencies and their needs. We best meet the needs of young Jews that need ritual but we stall beyond that. Regain pride in being Jewish.

Lisa Meer Weiss-

Need to best understand what the needs are of each group. Then market to those specific demographics and their needs. What is our external branding? Especially external so we can be better at outreach.

Rabbi Jordy- Getting people to show up? Young Families at the park had a great draw. Low risk area, short commitment.

What are more/other low barrier to entry events we can provide to attract more people?

Lauren Bubis-

Membership cost, many people don't join because the only way they think they can be involved is to donate a certain amount.

Shana Jacobs

Value of membership VS opting in per program.

Lisa Thorner

Human interaction and connections are so important. If everyone made 10 phone calls a month to reach out and ask how families are and what they need.

Stephanie Podolak should we have a person dedicated to checking in with people and seeing what their needs are and then delegating the next steps to the board/committees?

Lauren Kimball- A return to High Holy day phone calls from the board with zero requests.

Rabbi Rheins- Highlighting the importance of the phone calls that were focused on connections.

Lisa Thorner- match a board member to a new member as an ambassador by demographic. Invite them to a service or event. We should also do this with current members.

Fred Leviton - What were the results from the listening campaign? Can we use some of that information to focus on. Create some excellence in these areas.

Steve Weinstein - Ex Youth Group- changes have resulted in a smaller group. What are we doing in the area of social action? This attracts many.

Erwin- The uncommitted better engage through social action beyond the religious, this comes later for many. We need to engage them through prode and social action.

Dave Eisner- some short staffing surrounding PR, development. Empty nesters and the 18-29 year old gap is pretty common. No one wants to come alone.

We are doing a lot of good work. Attracting new members, organizing and engaging young professionals

Stephanie Podolak- Social Action, what happened? What's our overall goal?

Lisa Thorner- We need to realign due to needs with staffing shortage. Social action is being realigned with Carly.

Carly Coons- Many millennials are not having kids. What is the meaningful programming that we can tie for those choosing to not have kids and those whose kids are grown.

Lauren Kimball- look at the lifecycles of people and families. Where should our focus be over the next 2, 4, etc years?

Rabbi Rheins- Number of programs being offered now is far more than we have ever offered. We are learning how to reach out to members beyond our brick and mortar building. We need to get better at documenting our successes.

Dave Eisner- we need to add this to the Kesher. All of the work we do to support and our social action work

Lisa Meer Weiss- How can we get "cliff notes" of our wins to share when we are reaching out.

Rebecca Hea- add these successes to the site so there is a "rolling" celebration section.