

April 24, 2014

To: Strat Planning

From: Norbert Goldfield

Subject: Summary of April 24 meeting

Present: Rabbi David, Ben Cuperman, Penina Glazer, Norbert Goldfield, Stephanie Silverman, Gillian Kendall.

We went around the room discussing progress in our respective task forces that each of us is involved in

There are two types of ideas:

- a. Just do it – e.g. better/ more welcoming signage in the synagogue. These ideas will need to be aggregated together with a financial tag attached to the “just do it” ideas.
- b. Strategic Issues that need board engagement for possible implementation.

Welcoming: The membership committee mission be expanded to include activities that would make CBI more welcoming - e.g. develop an orientation program for new members, train Shabbat greeters to recognize people who are not accustomed to our services, etc. signage.

Web design- Retain the services of an experienced web designer to develop a first class web site that would make it easier to know about the myriad of programs that exist at CBI. – just do it idea

Welcoming Develop a plan for renewed interior design that would make the building more attractive and more functional for expanded activities

Expand the adult education committee to take on new programs, including a Sunday learning cafe, more elaborate arts programming and book discussions. Such a committee would work toward creating a culture of learning and would coordinate the multiple activities going on.

Since the new Hebrew school Alma seems to have a good deal of energy, the Board should simply continue to support and endorse its development.

Similarly, the Tikkun Olam committee is currently building an energetic and creative program - and we should endorse its continuation.

The Board should authorize a review of Gan Keshet and appoint a committee that would oversee the review and produce a strategic plan for its future. Such a review would entail an analysis of its finances, its relationship to the rest of CBI, and possible partnerships with other preschools (LGA, Beit Ahava)

Expand on our history of offering alternative services by ensuring that there is a calendar of such services and people who can lead them. Consider the possibility of occasionally having the “alternative”

service in the main sanctuary to highlight its value. This might require a Board Appointed Task Force which would also examine the most productive ways to develop out minyanim during the week. For example, could one minyan be combined with a short study session?

Continue pursuing the idea of a Jewish campus that would encompass other institutions on our property. Appoint a Board committee to meet with representatives of Beit Ahava, JCC, Jewish Federation and authorize that group to make certain agreements. Build joint activities with Beit Ahava and other potential partners - even if they are not prepared to formally become part of a comprehensive campus. e.g. expand Tikkun Olam collaboration and some holiday celebrations, investigate joint educational programs, etc.

There are two very important recommendations that came from the Financial Stability Task Force:

1. Put together and implement a strong Development Committee focused on stewardship and cultivation, to build a culture of giving and create an environment that supports planned giving/major gifts. Develop a plan that includes multiple parts: endowment, capital fundraising, and annual fundraising/events.

2. Develop and implement a plan to create an income stream from attendees at CBI who are not members: high holiday tickets which are free to members but non-members pay; charge non-members for attending CBI programs, etc.

Also please note that we have nothing to recommend for a teen or young adult program.

I would also add to the list concerning Torah/Learning that CBI:

Create a committee to plan and direct two specific endeavors each year, those being (a) to offer, each Fall, a catalog of the learning opportunities at CBI; (b) to determine an overarching educational theme for the year, to be utilized by all the educational programs held at CBI.

Some of these recommendations require new resources - especially improvement of the building. We recommend the Board consider hiring a part time person to help the development committee and to engage in a feasibility study for a capital campaign.

This is what we have so far. It should lead to a good discussion. Bring all your good ideas.