

MINUTES

Meeting of the Board of Trustees

Temple Beth-El, Las Cruces, New Mexico

Date: August 27, 2015

Trustees Present: Ann Berkson, Allen Blum, Paul Feil, Diane Fleishman, Renee Frank, Leslie Glater, Monika Kimball, Ned Rubin, Mark Saltman, Ellen Torres, Erich Zameret, Rabbi Karol (ex-officio)

Trustees Absent: David Fishman, Dave Zeemont

Guest(s): Kerry Hixon from Pat Campbell Insurance, Alison Mann (Chair of Brick Walkway Committee)

Call to Order: Meeting was called to order by President Monika Kimball at 7:02

Invocation: The Rabbi led the group in prayer to open the meeting.

Acceptance of Minutes (as corrected): After making a minor correction, the minutes of the last meeting were approved as amended.

Leadership / Board Reports

- A. **Rabbi's Report:** The Rabbi started his report by talking about the Religious School, which started this past Sunday, August 23. The Religious Practices Committee and the Rabbi sent out opportunities for congregation members to participate in High Holy Day services. He mentioned the Shofar Across Borders event, which will take place on Sunday, August 30 at 5:00 pm, sponsored by the Jewish Federation of El Paso. Rabbi brought up that he will try to be in touch with the new director of the Jewish Federation of New Mexico. However, his sense is that the Board would need to ultimately decide about affiliation with the Jewish Federation of El Paso and/or Jewish Federation of New Mexico. His hope is that we can have an affiliation with both organizations. Neal Rosendorf, a new Temple member, is on the Jewish Federation of New Mexico board and might be able to shed some light on what we could do along these lines. The International Day of Peace Service will not be held as planned on September 20. Peace Village will likely hold a vigil for peace at a local park that day. The Peace Service committee is arranging for two participants in the Creativity for Peace Camp in the summer in Santa Fe to come to Las Cruces in October. The Rabbi was approached to have Temple host a program featuring those two campers from the Middle East (one Jewish, one Arab) on October 14 in the evening. Rabbi

is registered for the Union for Reform Judaism Biennial convention on November 4-8, 2015, in Orlando, Florida. He will be an official delegate of the convention. He attended NewCAJE (the Conference on Alternatives in Jewish Education) in West Hartford, CT, on July 31 to August 5, and attended some excellent workshops. He is now Executive Advisor of the NMSU Interfaith Council. He is also serving as Recording Secretary of the Peace Village Board of Directors. Rabbi spoke with Geri and Stan Muchnikoff's nephew Mark about organizing a Temple and community trip to Israel next May. He will keep us posted on this.

- B. **President's Report:** Monika Kimball began her report mentioning that we honored the Rabbi and Rhonda on the occasion of their recent anniversary a couple of weeks ago. We gave them a gift of a bouquet of flowers. Rhonda wrote us a very nice thank you card. Monika said that she has scheduled security for the High Holy Day services, like in the past. Monika brought up a January fundraiser that will involve a professional group of Klezmer musicians from Albuquerque, which is in the works. We are working on recycling some items to clean up the Temple facility. There are some older religious materials that are located in one of the Temple rooms, which need to be buried. This is in the works. Monika has put together a survey for congregants in regard to improving the audio system for the hearing impaired. Leora Zeitlin is resigning from heading up the Youth Committee, so Monika is thinking of some possible individuals to take over those responsibilities. She also mentioned that we need someone to turn the brick walkway fountain on and off manually because the timer is not working properly. Allen Blum said he thinks this can be fixed, so Monika asked him to check the system, which he said he would. She sent an email to the Police Chief about local safety and security. They are willing to come and review the building and property, and then would be willing to give the Board and congregation a presentation on safety and security of our building after they review the facility and surroundings. Ned Rubin suggested that we invite the church next door to participate with us in this as well.
- C. **Treasurer's Report:** Paul Feil handed out his Treasurer's Report. He said that he still has to get the report into Quicken. He said that most people have paid their dues. Net income as of July 2015 was \$12,020.41. As of July 31, 2015, total assets were \$2,265,826.42. Total liabilities and equity was listed as \$2,265,826. Total expenses as of July 2015 were \$11,419.79 versus \$12,216.99 in July 2014, a difference of \$797.20. Net Income for July 2014-June 2015 was \$11,195.00 versus net income

for July 2013-June 2014, which was \$44,906.50. This is a difference of \$33,711.50. From July 2014 to June 2015, net income was \$11,195.00. We spent \$11,366.00, which put us over budget by \$22,561.00.

Committee Reports

- A. **Sisterhood Report:** Leslie Glater began her report by stating that Marieka Brown called the most recent Sisterhood meeting to order on Thursday, August 13. Sisterhood is sponsoring a luncheon on Sunday, August 30. The Yom Kippur “Break the Fast” is being organized by Michele Blum and Lynn Zeemont. People will be asked to donate food items for this. It is too late, however, to order honey for the New Year. New Year’s greetings announcements can still be purchased. Ned Rubin suggested that Sisterhood uses a form for tax purposes when people give donations to the Temple or Sisterhood. He brought a copy of the form. Diane Fleishman made a motion that we should have a brick in honor of the Sisterhood. Allen Blum seconded the motion. Monika suggested an 8 x 8 brick (\$170.00). The money would come from the Temple budget. The reasoning was that the Sisterhood has been very generous to the Temple community with its service, donations, fundraisers, etc. Monika called for a vote to see if the Board agreed with an 8 x 8 brick. The vote was 7 in favor of the brick. The motion passed. We will purchase an 8 x 8 brick to honor the Sisterhood, inscription to be worked on later.
- B. **Mensch Club Report:** Dave Zeemont was absent, so we postponed this item.
- C. **Long-Range/Strategic Planning Committee:** Allen Blum stated that his committee has now met 2 times with the last session used to complete their SWOT analysis for the Temple (S - Strengths, W - Weakness, O - Opportunities, T - Threats). From the above list, the committee will develop a series of objectives, along with tactics, to support the objectives. Next scheduled meeting is 9/9/2015.
- D. **Adult Education Committee:** Ellen Torres stated that her committee held a very successful event on the Vietnam Memorial on Sunday, August 9. The four speakers gave very memorable talks on their involvement on the Vietnam Memorial Committee and on their experiences in Vietnam. It was received favorably by the audience. We received donations of \$80 from Frances Williams for the food and flowers, and \$55.00 from audience members, which helped pay for paper products. We saw a profit of \$27.07. The next speaker is Julie Seton on October 11. She will

talk about her grandfather, Ernest Thomas Seton, co-founder of the Boy Scouts of America.

- E. **Religious Practices Committee:** The Rabbi spoke for this committee. He said that they have sent out requests for congregants to participate in the High Holy Day services.
- F. **Religious School Committee:** Mark Saltman said that Religious School started on August 23. He said that parents met while the kids were in class, during which they talked about security. After asking congregants to sit in the office to do security detail, all school days are now covered. Neal Rosendorf and Judy Cicero have joined the Committee.
- G. **Marketing and Public Relations Committee:** Renee Frank, Chairperson, said that her committee has met twice since the last board meeting. They have a creative and energetic group. In their meetings they have established their mission. They have reviewed the various ways that communication for the Temple takes place and analyzed if it is doing what it should do. They looked at our major audience—the congregation, unaffiliated Jews, and the local community at large. Each one of those groups has different needs and issues, and can be reached in various ways. They made a list of quick improvements. They want to develop a liaison with the various committees and groups, and they are putting together a media packet. They want communication getting out to the right groups. They will first work with the Membership Committee. They looked at a number of things related to the website. They suggest that the Facebook feed be in a prominent place. They want to find out who is being reached by the website, and possibly how to get donations through the website. Renee made a motion that the Board approve a dropdown menu for PayPal on the website to allow people to pay for items, such as bricks for the walkway, etc. Ned Rubin seconded the motion. Ned Rubin also asked if we have a Twitter feed. The Rabbi said he set one up, but it's not used much. Monika asked for a show of hands to approve the motion. It was passed unanimously.
- H. **Social Action Committee:** Ned Rubin said he is still in process of developing ideas with his Committee. He is still recruiting more people as well. He said his Committee reviewed what has taken place in the past. They have decided to establish a theme, i.e. poverty, which is a huge problem locally. He is hoping some congregants would be interested in getting involved. They discussed having the theme incorporated into other committees, the religious school, etc., so that it

could be more integrated. It could also help get more people involved in taking action to help others in the community. The Committee will meet again in the next few days.

Old Business

- A. **Keys to the Temple and Alarm Codes:** Everyone that is on “the list” has either received new keys or has a key that they need to pick up. We have one single entry and exit code. Allen Blum has met with Allied Alarm and they have eliminated the old alarm codes.

New Business

- A. **Insurance Information:** (We heard this presentation out of order, at the beginning of the meeting.) Kerry Hixon from Pat Campbell Insurance, introduced by Monika Kimball, gave a presentation on how we might be able to save some premium money on our policy. Mr. Hixon said he’s been with Pat Campbell since the late 1970’s. He and his father bought out Mr. Campbell in the early 1980’s. He has lots of experience in insurance. He encouraged us to ask any questions that we have. The changes they are proposing are without regard to any changes within policy limits (coverage) or policy contents. Initially he talked about the terrorism risk insurance act, which was established after 9/11, but most companies weren’t set up to handle this. However, lenders in large cities would not lend money for new construction if terrorism was excluded on the policy. That’s where it was generated. Since the pool hasn’t, for the most part, been tapped into, the coverage cost has reduced year after year. In addition, the Federal Government stated that an act of terrorism has to be declared as a foreign act of terrorism to be covered. TBE pays \$57.00 annually for the terrorism coverage. It is part of the liability coverage. Apparently, it is not an item that is worth maintaining, since there are too many stipulations for it to be effective for us if an unfortunate occurrence took place, and there are other parts of our policy that would protect us if a situation occurred. Regarding the business and property insurance, we are insured very adequately (i.e., replacement of property due to damage). Mr. Hixon explained co-insurance, which is the company putting in a provision for payment of partial losses. He discussed various annualized savings, along with different deductible levels. We could save about 11% if we made some of the changes he proposed. The product we hold is through Liberty Mutual, which is competitive for religious institutions. Renee Frank made a motion that we make all the recommended changes to the policy. Mark Saltman

seconded the motion. Monika called for a vote, and the vote was unanimous. Mr. Hixon said he would make the changes retroactive to the renewal date, 8/3/2015. We were paying \$4,400.32, and we will now be paying \$3,900.57 annually.

- B. **Brick Walkway:** (Presentation was out of order.) Alison Mann spoke about the Brick Walkway project, which started in 2013. We got 99 bricks in the first shipment. The plan is to have a biblical garden, with plants and trees, and identification labels naming the plants and trees. Next the plan is to install a pergola and benches, along with the fountain (already installed) and meditation area. The fountain was installed ahead of time, thanks to Frances Williams and Linda Kruger. There is also a Holocaust Memorial planned as well. The benches will probably be installed by December. All of the bricks had to be laid in a certain way, so there was an initial infrastructure cost. We made about \$11,000, just in the purchase of the bricks. However, purchase of blank bricks and materials cost quite a bit of money, along with getting the water in the fountain. Frances and Linda took care of most of the payment for the fountain, though. With the plants, we need water. Bob Kimball and Norm Mazer are investigating the cost. The company of Wasser and Wasser was selected to do the work as they do a very good job. The infrastructure for the plants is underway. For everything now, we have a profit of \$6,000.00, without the third shipment of bricks. The brick form is available on our Temple website. Brick sales are a profit for the Temple of 66%. Bob Kimball and Alison Mann personally do the brick installation.
- C. **Donation from Family of Mary Fitzgerald:** We discussed a donation of cash and jewelry that was given to the Temple in the will of Mary Fitzgerald. The son wants to purchase back the jewelry for \$300.00. Mark Saltman made a motion that we sell the jewelry back to the son. It was seconded by Allen Blum. Monika called for a vote to approve the motion. The motion passed with 7 people voting in favor of selling the jewelry back to the family.
- D. **Security:** Mark Saltman discussed installing cameras in the parking lot to provide a view of the entire lot. This was discussed by Board members. Mark will meet with Allen and get back to the Board about this.
- E. **“Matzo Ball Open” Fundraiser:** Allen Blum announced that the golf tournament is moving forward. Information has been sent out to the congregation. He is talking to El Paso’s Temple Sinai to promote the

event. Cost for a foursome is \$400.00, and you can sponsor a hole for \$100.00.

F. **Board Minutes to be posted on website:** This has been approved and will take place now with all future minutes.

G. **Board Announcement Sign-Ups:** Sign-ups were passed around.

Guest Comments

A. **If any guests are present, they are invited to make comments:** No additional guests were present, besides our two invited speakers.

Executive Session: There was no information discussed in Executive Session.

The date of the next meeting was set for: Thursday, September 24, 2015 at 7:00 pm.

The date of the next Executive Board meeting was set for: Wednesday, September 16, 2015 at 6:00 pm.

The meeting was adjourned by President Monika Kimball at 9:15 pm.

Respectfully submitted,

Ellen Torres