

## Highlights from the Board of Directors Meeting on January 18, 2017:

- Berkenda Cantlo, Manager of Business Development, gave a presentation on facilities rental activities and initiatives. With a mission of driving growth and market penetration in Orange County, she is focusing on establishing strategic partnerships, key verticals, social interaction, and streamlining rental policies and procedures. State-of-the-art tools have been implemented for customer relationship management and event seating planning. She also noted TBS membership in the Santa Ana, Tustin and Orange Chambers of Commerce. She reported that the most popular events taking place at TBS are quinceaneras, weddings and b'nai mitzvahs. TBS leverages social media using The Knot wedding website, Facebook, Instagram and the TBS website. She reviewed our current long-term leases with the Irvine Hebrew Day School and the Dutch School and talked about a new relationship with Heartland Church. Current year event rental revenue is off by about \$61K driven by the lack of Sunday event rentals, noting many prospective clients are interested in midday events on Sundays which would conflict with Mitzvah Meals and Religious School. Midweek rentals and Sunday Jewish weddings are being pursued to generate additional revenue. The Board reviewed the current event rate sheet for members, non-members and tenants. Berkenda's projects and strategy moving forward include: space rentals, event planning packages, lease renewals, expanding revenue sources, security coordination, facilities processes, the TBS website, a wedding website and marketing.
- Jack Holmes, Executive VP, presented to the Board a draft major revision of the TBS Bylaws. The genesis of this initiative was a training session led by Rabbi Steven Kaye at the Board's annual retreat last summer which included a session on effectively organizing and operating a temple. The proposed bylaws update, which was prepared by Jack Holmes, Todd Litman, Brenda Beck and Angela Holmes over a three month period, took a fresh look at Board composition, size, reporting relationships and compliance with IRS 501(c)(3) regulations. It also focused on streamlining the governance of the Temple by reducing the overall size of the Board. The excellent work done by this committee included gathering data from eight other local synagogues that showed TBS operating with the largest Board in this group – in some cases twice the size of very large temples such as Wilshire Boulevard. The Board engaged in a very active discussion about the new structure providing the committee a number of thoughtful suggestions for further changes to the proposed structure. Next steps are for the committee to incorporate these changes into their draft and then reissue the proposed bylaws for further Board review. Once approved by the Board, the revised TBS Bylaws will be brought forward for a vote by the entire congregation.
- Jerry Rothblum, Treasurer, presented a brief Finance Report to the Board following a recent meeting of the Finance Committee. She reiterated the shortfall of \$61K caused by fewer than expected facilities rentals and noted that financials would have been a positive \$20K if not for this revenue gap. Jerry also announced to the Board that Harvey Grossberg has agreed to become the new chair of the Finance Committee.
- Jeff Winston, Secretary, provided an update on the search for a new Executive Director. Although the offer extended to a promising candidate back in November was not successful, the committee is actively pursuing a very experienced candidate referred to TBS by a colleague of Rabbi Cohen. Following a series of Skype and phone interviews, numerous professional reference checks and in-person meetings with the committee, clergy and temple staff, an employment offer will be presented to the new candidate this week. While this has been an extremely lengthy search process, the team continues to focus on finding the "right" person for this most important position at TBS.

Jeff Winston  
Board Secretary