

Temple Beth Sholom
Board of Directors Retreat
August 6, 2017

Orange County Mining Company Restaurant - 14 in attendance

Attendees: Jack Holmes, Pres.	Cantor Reinwald	Jodi Kaufman
Mitch Cohen	Gary Holloway	Pam Ranta
Bill Kontur	Stacy Nagel	Andrea Wasserman
Lori Glasky	Lew Siegler	Esther Herst
Harvey Grossberg	Rabbi Cohen	

Absent:	Bonnie Wenneberg	Matthew Griffin
	Michele Shugarman	Melanie Pollak

9:30-9:45am: Arrive & Breakfast buffet

10am: Welcome & Review of Agenda & Goals for the Day

- Identity
 - Who are we?
 - What is special about TBS
 - What do we want to be?
 - Shared vision
 - How do we get there?
- Communications
 - Board -> Staff -> Committees -> Congregants
 - 400 families, not all have made the commitment
 - Why would they want to be part of our community?
 - How do we say that? "TBS Facilitates Life Moments"
 - Unique, personalized message from each of us. Heart-warming, pearl of wisdom, torah, celebrations.
- January 1st, 2018 ~ 75th Anniversary year.
 - Begin planning. Thoughts & concepts become real.

10:15am: D'var Torah led by Rabbi Cohen

- Parsha: Shema Yisrael -> Ekev. Listen. What does Shema mean?
- It's easy to make a big congregation small, but you can't make a small congregation big.
- If we would only listen, then...
- What are we going to learn?

10:30am: Identity: What are the unique attributes of TBS? How have they changed?
What do we want TBS to represent to the OC Jewish Community?

- Place where Jews feel comfortable meeting friends
- JCC: Geography. We're centrally located
- More focused interests at TBS. JCC is more nationally focused.
- Prayer & Worship. Religious aspect
- Wonderful Community
- Diverse & Acceptance. Inclusive
- More caring people
- Beautiful sacred spaces - Chapel, Synagogue, Patio
- Enthusiastic Volunteerism
- TBS slow to keep up with changing times

- Youth & Parent activities
- We haven't kept up with the times
- ECAR
- Creative worship
- Technology put the focus on so many things
- Need \$10k for Audio/Visual equipment. "Visual T'Fillah"
- How relevant is religion in the 21st century?
- Jodi: What's drawing them in or keeping them out?
- Bill: It's an anchor. It's what holds him in place. "Safe Harbor." It's a constant & yet it changes.
- Jodi: Religion is my faith. It doesn't change (doesn't need a building).
- Harvey: Glue to our family. It binds us. Dropped conservative synagogue, but never stopped being a Jew. People drive 50-60 miles to work. Some people don't want to go to the 21st century.
- Cantor: View world through perspective of Judaism. Programming can often-times be an obstacle for parent connection.
- Stacy: Judaism is everywhere. Why go to TBS? Faith is everywhere.
- Jodi: The social part -> Relationships. Take the building out.
- Andrea: Confirmation class. Need content & connections.
- Jack: Need to be a part of something bigger than ourselves. Religion – connotation of obligation. Helps you lead a better life & be a better person. Social Justice, Tikkun Olam.
- Gary: Personal restoration. Social comes from that
- Pam: Religion thrives where people are told what to do. Confirmation. Small snippets of Judaism are relevant in today's world. Connection to deceased family members. Worldwide Jewry. Vivid memories. Hated history. Not relevant to her life. How do we make sense...
- Stacy: Busy people. Relationships bring people together.
- Harvey: Fill up living room
- Lew: 21st century challenges
- Mitch: Adversity & "Moments". Torah restoration, 15 year anniversary of couple, Josh Friedman's son happy to stay at TBS for services, Rabbi playing on lawn. Religious service: Expectation that G-d will speak to me. I'll be disappointed. Not going to happen. But I experience G-d through moments.
 - The adversity that we experienced after the fire & smoke damage, brought us together.
- Lori: Secular, Hikes, Different activities. Religion is a by-product.
- Esther: Religion is about creating memories. Families are disjoined, far away, multi-generational, divorce & mixed backgrounds.

11am: Breakout groups. Why would I choose TBS?

- Who are we? Today, we are...
- What do we want to be – in 3 years, in 5 years?
- How do we get there?
 - Progressive synagogue focused on building & developing relationships through shared experiences. Positive things that we do? Sprinkle-in things that are exclusive to us.

11:45am: Come back together & present ideas.

- Jack: Religion, Social, Early Childhood Education
- Harvey: Welcome & Conversation w/Rabbi. Extension of my house.
- Pam: Need to be welcoming. "The 1st sell" Show an interest in them. Chavurahs, picnic on lawn. Feel welcome, brings in nature. Hard to be tense. Give people the respect of being heard. Environment should be welcoming & nurturing. Environment carries through to perception. Facilitate programs that meet the changing needs through active listening.
 - Stroller walking, Girl Scouts, & Boy Scouts.
- Harvey: Open-ended questions
- Pam: "Do little, Say much." A place that can be inspired by what we hear from participants & potential

congregants.

- Beautiful services: 1hr max, cantor's voice, changing melodies.
- 2011. Father died 3 days after joining. People reached out to her that didn't even know her. People care about people. Facebook connections. It's all about relationships.
- Stacy: Sense of commonality in the context of current life. Bigger & better & portability. Small affinity groups. Meet-up groups.

12:15: Break for Lunch Buffet

1pm: Further discussion of ideas from breakouts; what are 3-5 core elements of our message?

- Esther & Mitch, role-play.
 - Active & empathetic listening.
 - Dues payment concern: "We will work with you." "We will never make financial capability a condition."
- Stacy: Make connections. "My daughter works at nights". Empathy
- Esther: Synagogue can be an intimidating place. "Adult Learning" or "Life Long Learning" much better than "Adult Education"
- FAQ List
- Jack: Essential TBS elements
- Communication: How do we present ourselves? TBS doesn't have a monthly bulletin with general discussions.
- Esther: "I'd like to better understand my Judaism, How will ___ (event) make you a better person?"

1:30pm: 75th Anniversary. Our foundation is laid; what will our next stage look like? What is your (committee/cohort/constituency) contribution going to be?

- Jack: What do you want me to do?" He's available. Vision & identity.
- Heidi: How do we sustain ourselves for the future? Tzedakah. How do we sustain our community so we can be current, remain relevant. If no one pays a dime, we close.
- Stacy: Ear-mark it for the "Fund for our future." Religious school
- Heidi: Torah maintenance program, School, Endowment, with no flower, you have no Torah.
- Lori: Maxine Horwitz, 3 events, Carnival, Purim, +1
- Stacy: Jewish History, Oral History, OC Jewish History displays
- Jodi: G-d holds up the moon & stars
- Lori: 75th book. 4 pictures
- Andrea: "Diamond & Denim Shabbat" 1943 Trivia Shabbat
- Gary: Swag. Fundraise & Advertise. Andrea Receivo (sp?)
- 3/16/18: 75+ year old Shabbat
- 3/22/18: Rick Jacobs URJ President
- Fun w/Oneg Sponsorship \$100

2:30pm: Work/task assignments; next steps

- Communications: Form committees!
 - Brotherhood, Sisterhood, Early Childhood News, Cub Scout Pack, OCTY, etc.
- Torah journey, Czech history
- Temple Times
- Oral History Video
- FAQ List
- Branding, Lew, new shirts

Respectfully submitted,

Mitch Cohen (substitute secretary as Bonnie Wenneberg not in attendance)