

Attending in Person: Dena, Jessica, Gil, Danny, Aaron, Jeremy, Josh, Rebecca, Beth, Natalie, Shira, Daniel, Rachel

Attending via video conference: Adina

Welcome

Everyone is in attendance!

We welcomed Shira as our new hospitality liaison. Jessica is happy Stephan is gone!

2 Minute Updates (and thoughts on HH)

Josh: We have a new gabbai-Seth Shapiro. He is replacing Shai, who has stepped down.

Rebecca: Nothing

Natalie: We are having a new faces dinner the first weekend in November. For next year, suggest a better way of handling the Yom Kippur waitlist.

Beth: There is an exploding population of kids at the minyan. We underestimated the volume of people who would want babysitting and therefore blew through the budget. There were also a lot of people who showed up without signing up. In the future we should discuss possibly charging a fee for high holiday babysitting. There was a lot of positive feedback that people felt like they could leave their kids. This year, we tried to get babysitters who knew each other. There were some complaints about it not being particularly well-organized and not having a lot of access to space. (The first day the JCC used their own preschool rooms) For next year: how do we have a stricter policy in terms of babysit usage? Also, we have an increasing population of older kids who don't want to be in babysitting and they ended up hanging out in the lobby.

Gil: as a parent, babysitting ended before shul. There was a large exodus of parents because of that on Yom Kippur.

Beth: Beth and Julia went upstairs to handle this and watched all the kids until shul ended. We pay \$20 an hour per babysitter.

Jeremy: Still looking for a dvar torah coordinator. Josh nason is willing to switch to Friday nights if we can find someone to take on Saturday, really looking for a woman to do it because we have found that fewer women agree to give divrei torah. If anyone has any ideas, let Jeremy know. There will also be a L&L the first weekend of November, which might be moved to the 2nd meeting of November.

Shira: Lisa Redisch and Michael Levin have joined Shira on hospitality. Natalie has shared the names of new members and the goal is to reach out to them much earlier in the year. The goal is to get them hosted and have this be as organic as possible. We want to try and think about what we know about them. We did have a number of requests for meals for the High Holidays-we were able to match everyone who requested. Sukkot was harder to match people. Hosts are a little burnt out and if people want to be eating in a sukkah, it makes it more difficult to match them. For next year, we can reserve the sukkah by using the JCC signup sheet.

Daniel Chiat: We're looking to get DC Beit Midrash bigger-right now there are about 15 attendees a week. A few weeks ago, there was a happy hour at Trio before learning with 8-9 people and an additional 8-9 joined for learning.

Rachel: The V'yeatayu verses on RH and YK were excellent and having it change day by day was great. We underestimate how much small changes can change the tone.

Aaron: We do have some outstanding payments (dues and tickets), but most of the outstanding fees are dues.

Adina: The Sukkah hop was a great success. We had 120 people sign up.

Gil, Jessica, Dena: Nothing substantive.

Formality

Danny: So far we've been using the shulcloud system for sign ups and sending emails. We want to encourage LC members to continue to explore ways to use shulcloud for events and communication.

Gil: We have gotten some feedback that some communications are too formal and not personalized enough. We want to preserve the feel of a small intimate community.

Jeremy: Even if the email is formal, do something to give an informal feel.

Dena: Some of the feedback had to do with the automatically generated billing email: the subject line was a shulcloud generated subject line. We wrote the text and didn't look at the subject line.

This is a transition year-the membership renewal is different this year.

Aaron: This mass billing thing generated negative feedback, however emails like this will be easier when trying to do tax stuff and has increased our collection rate.

Dena: We will also create a template that LC members can use for payment language for their events.

Beth: There are 2 subject lines in shulcloud email: there is an actual subject line and a title section. Pay attention to both when making a new form!

Survey

Danny: At the Shavuot retreat, we talked about expanding shabbat morning davening to a third time a month. We are looking into conducting a survey of the community to see if there is interest in expanding davening. It would take a large amount of personal and financial resources. We've spoken to Daniel Chiat about Measuring Success and want to have them help us with a survey. The SC perceives that the momentum has died down and we need the LC to determine whether this survey is worthwhile, and to what extent.

Natalie: Is there a reason we need to outsource this and cannot do it ourselves?

Danny: It's not a need question so much as making sure it's done well, which can be a lot to ask of volunteers.

Jeremy: Looking back on the Dialogue process 5 years ago, I don't think we did the data collection part well and we would have benefitted from professionals.

Beth: In favor of research and professional research in particular; if we are going to do it, we should broaden it because if we are just asking people if they want more davening, we can make that a short survey and have MS look at it. We should also try finding out what families in our community are looking for, how long our members are planning to stay in the community, etc.

Beth: if we are going to do a professional survey, we should broaden it and do it with a 5 year minyan plan in mind.

Rebecca: What led to this?

Jessica: We told people we'd follow up after the community conversation at the retreat. We have gotten a proposal from Measuring Success and are now bringing this to the LC to see if you think

this is worthwhile.

Daniel Chiat: The proposed survey model includes three components: the first is including some standard questions (5-10 questions), the second part is a set of questions on the extra davening, the third is a set of questions on other topics. The first two parts will cost \$1,000, and all three parts would cost \$1,800. We can talk more specifics-price won't rise exponentially if we want to include a fourth or fifth component.

Jeremy: I thought the message was absolutely clear on the shavuot retreat that there was little interest that people want this in a serious way. Broadening the survey would be interesting. What is it were trying to do?

Rachel: In the past, we have had very low response rate to any kind of survey even to small targeted groups. We have gotten maybe 1 or 2 responses. If the LC feels like its something we should invest money in, we need to think how/if it would be successful.

Dena: The main aim of this to find out whether our members want to meet for davening more frequently.

Daniel: One way to ensure a good level of responsiveness to a survey is to be clear to the community what were using the survey for and why it is important that they participate. We're going to analyze the results and we're going to have some type of reports in 4 months from now once the dust has settled. For organizations this size, we have gotten a 60-70% household response rate.

Josh K: I had the same reaction as Jeremy-people wanted additional davening only if it was presented on a silver platter. I did not get the sense there was an actual commitment from people who would be invested more than they currently are. If we are 5 years from the dialogue and we are going to ask people where we're going, we could add more davening into this.

Aaron: It sounds like we need more information gathering but were not clear on how we'll do it/what information we'll gather. For now maybe create a working group.

Danny: How do we decide how to construct the working group? Maybe move forward with this in 2014.

Rebecca: Is it worth doing a big conversation with our community?

Natalie: It merits more discussion-what do we want to accomplish? To what extent do we want to explore this? What do we want to find out?

Dena: part of using a professional service, there are pre-prepared questions.

Jessica: Let's schedule an additional LC meeting devoted to this topic to continue the discussion.

Membership Drive:

Natalie: We have about 35 new members, approximately equal to this year's attrition number.

Natalie is emailing everyone who had not paid.

Aaron: We'll coordinate and figure out who has not paid and continue to reach out until they settle their dues.

Dena: Maybe do another batch bill.

Jeremy: I missed the LC meeting when we decided to get rid of alumni membership. I heard negative feedback from alumni who questioned why they would become an associate member.

Danny/Dena: There were only 6 alumni members and they did not get form emails, they got personalized emails. The reasons for getting rid of alumni status was discussed at a previous LC meeting -- you should check out the minutes.

Dena: Let's applaud Natalie/Aaron for the membership drive.

Budget

DR: In the process of approving our budget this winter, we had a conversation that the calendar year budget was not in sync with our cash flow. In light of that discussion, we voted to change our fiscal year from Jan 1-December 31, to July 1-June 30. This went into effect this past July 1, but we have held off on approving the new budget because we were waiting to see our final grant amount. Dena circulated the budget early today- nothing changed in how much your program was allotted. All we changed is what our expected income is as a result of a grant from Emanuel J Friedman Philanthropies. Aaron updated it.

We still have a quorum. 12 people vote to approve budget.

SC selection

Please email the SC and let us know if you'd like to be a part of the selection committee. It will happen after the first week of december.

END