

## Minutes -- MCA November 2, 2020 Board Meeting

In Attendance:

J. Zalasky, S. Brazina, L. Nizin, M. Sobol, R. Prosten, I. Kushnir, M. Binder, E. Feldman, M. Weisberg, J. Margolis, P. Sherman, L. Israelite, W. Kargher, J. Simon

**Meeting called to order @ 8:45 AM** by President Les Nizin. Meeting conducted electronically via ZOOM.

### President's report:

- **Minutes** of October 5, 2020 meeting presented. Binder moves acceptance as corrected (add P. Sherman to attendees). Multiple seconds. Voice vote in favor is unanimous.
- President Nizin notes that one of the recommendations of the by-law committee was to **post minutes, after approval, to MCA website**. Asks that this be standard practice going forward.
- President Nizin reported on impact of ongoing MCA activities. We will continue to follow JFGN policy of **no "in-person" meetings**. Members remain free to get together in whatever groupings they feel comfortable with -- but such meetings are not sanctioned.
- **Relations with *Federation Star* continue to be very good**. "Fiddler" article by Prosten/Brazina that we asked to be inserted was run as submitted.
- Federation will be sponsoring a **Chanukah party** on December 10. Federation asks that we run promo and picture for *Connections*. Sobol will provide photo to Jeff Margolis who will submit to Sharon @ *Federation Star*.
- **December 17 luncheon/JBF event** will create some unique logistical challenges. We will try to run as regular luncheon, as much as possible, but will be a Zoom "webinar" as opposed to a regular Zoom event. Unfortunately, many are registering for luncheon, but not Book Festival. MCA members will have "private" Q & A with speaker at conclusion of JBF session -- with a separate Zoom link required to join. Thus our members will receive 2 links. Brazina says speaker is aware of 2 links.
- Nizin notes that MCA will be sponsoring an **additional Jewish Book Festival event** with author Alan Zweibel.

- President Nizin reported on plans for the **kickoff luncheon for the 2020-2021 season**. It will be a virtual luncheon that will be a mix of “break-outs” and traditional styles . Upon “arrival” attendees will start out at randomly assigned tables and after a few minutes of “schmoozing” will be brought to a single “room” for a speaker presentation and Q&A session, preceded by an introduction of the MCA Board. Mechanical specifics are still being worked on, but Zoom coordinator will attempt to allocate Board members to all tables (perhaps as “co-hosts”).
- To make the event more enticing, Morris Binder has arranged with BRIO restaurant to provide each of the first 100 attendees with a “no strings attached” coupon good for up to \$14 for flatbread at the restaurant. Discussion of how to make the use of the coupon most efficient for members and restaurant.
- **New member breakfast**. 27 or 29 new members. 13 have already participated in some type of activity. Traditionally the breakfast is held on the 2nd Sunday in January. Discussion of many dates -- December 13 at 9AM is chosen. Larry Israelite to put in elast. Ira Kushnir agrees to coordinate.
- **Recognition event for last year’s activity coordinators**. Last April's event (planned as a BBQ event) had to be canceled because of Covid is whether we should send something tangible to last year's volunteers. WCA sent a gift card to each of their volunteers. Sobol wants to distribute notepads. Zalasky suggests something more substantive. Funds have already been allocated. Prosten supports the idea. Max Weisberg suggests sending certificates. Larry is concerned about distribution and somebody has to do the work. Prosten volunteers to do the mailing. Les moves to procure and distribute a small item in addition to notepads. Prosten seconds. Nizin withdraws motion.
- **Membership engagement**. Les appoints membership engagement committee of Ira Kushnir, Max Weisberg, Morris Binder and Larry Israelite to pursue ideas presented by Larry last month. Ira says Larry’s list also includes recruitment of non-members and engagement of current members. Les notes Glenn Perrin’s importance to the membership engagement process during periods when in-person activities are involved. Committee to report back to the next (December) Board meeting.
- Les notes that his recommendation for a bylaw change has been joined by others and is now formally before the Board for action at next meeting.

#### **Report of Treasurer Feldman:**

Feldman moves acceptance of his previously distributed report. Multiple seconds. Larry Israelite suggests that in budget the income number should be based on \$54 per member, not \$44. Feldman agrees to make sure it is correct going forward.

### Report of 1st VP Zalasky

- Nothing to report at this time.
- Sobol wonders if any **volunteers** have come forward for any MCA related chores. Jeff says there have not been any. Waiting for Larry Israelite to supply a **prospect list** (based on expressions of interest on MCA membership forms), which Jeff will follow up individually. Would also like a **compilation of “frequent Zoom event attendees”** so he can speak with them personally.

### Report of Mike Sobol

- Number of **great speakers lined up**, including Collier County Sheriff, Fire Chief and Airport Director.
- Committee is doing great work, but Mike would appreciate suggestions from members of **potential speakers**.
- The **Sarge event** is moving along nicely. Ad will appear in the December issue of *Federation Star*. Michael asks that all Board members sign up for event.
- **Dinner dance** is unlikely at this point, but Michael does not want to wait until February or March to start process, so he is looking for possible outside venues for an event of some sort. Les reports Botanic Gardens will be getting back to him on possible availability.
- Thanks to Phil Sherman for coordinating **canasta event**.
- Breakfast Zoom every Thursday at 9AM. Not at Patio, but 10-12 participants every week.

### Report of Doc Film & Luncheon Committee Chair Brazina

“It’s all good”.. We have a replacement former FBI agent for April, thanks to Phil Sherman.

### Report of Membership Chair Israelite

- **Current membership is 549 including 29 new**
- **Membership down 18%** overall -- big shortfall in new members
- **28 events in September** 543 Registrants -- mostly members --
- Over **70% of current members have participated in at least 1 event**
- Prepared visuals for above appear at end of these minutes.

- Our system is not appropriate for Zoom activities, but we attempt to make it work
- Les moves that “closed caption” be a feature of Zooms going forward -- \$40 a month (\$20 per license per month). Many seconds. Sobol asks if we can save money by using the feature on only one of our channels. Israelite says it's too complex. (Motion never voted on).
- Prosten suggests recording our major events so that members can access ones they've missed or revisit ones they enjoyed. Sobol suggests we will do so -- and have a library of interesting material. Up to host to invoke process.

**Report of Badge Chair Sherman --**

Nothing to report at this time.

**Report of Lecture Series Chair Simon --**

Nothing to report at this time.

**Report of Publicity Chair Margolis --**

- *Connections* article is done -- will submit, with a photo(s), to Sharon @ *Federation Star*.
- Deadline for January issue of *Federation Star* is the end of November.

**Report of Volunteer Coordinator Ira Kushnir**

4 new members this month. Many are interested in cycling -- but policy suggests not mentioning at this time. Les suggests steering the involved members to those that are organizing such events informally.

**Meeting adjourned at 10:13 AM**

**Next Meeting December 7 @ 8:45 AM**

Respectfully submitted,

Richard Prosten  
Secretary

# Membership

## This Year

- 549 total (+17)
- 29 new (+2)

## **Last Year**

- 670 total
- 96 new

## **Net**

- 121 fewer members (18%)
- 67 fewer new members (70%)

## **Events**

- 28 events delivered in September
- 543 registrations (446 members - current or lapsed)
  
- 21 events scheduled in November
- 774 registrations to date (575 members - current or lapsed)

## **October Programs Engagement**

- 374 (68%) members have registered for at least 1 event
  - 220 (40%) members have registered for at least 3 events
  - 158 (29%) members have registered for at least 5 events
  - 80 (15%) members have registered for at least 10 events
- 
- 216 (~39%) of members who are not full-time have participated in at least one event.