



CEDAR SINAI PARK

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BOARD OF TRUSTEES MEETING MINUTES
Tuesday, July 15, 2014 – 5:00 to 6:30 p.m.
RJHS - Synagogue

- PRESENT:** Lance Steinberg, Sharon Weil, Martha Soltesz, Carol Koranda, Eddy Shuldman, Deanne Froehlich, Shari Levinson, Andrew Rosengarten, Ivan Gold, Michael Feves, Sharon Morell, Beverly Stein, Arnie Silver, Donna Silver Jackson, Evelyn Maziels, Jim Winkler, and Hope Boyce.
- ABSENT:** Paul Frisch, Elise Brickner-Schulz, Liz Lippoff, Rachel Duke, Michelle Eastern Gradow, Leslie Geller, Paul Labby, Susie Marcus, Albert Menashe, Jack Menashe, Dr. Rodger Slevin, Joanne Van Ness Menashe, and Linda Veltman.
- STAFF:** David Fuks, Jack Honey, David Kohnstamm, Richard Horsford, Sandra Simon, Paige Coleman, and Kirsten Plumeau.
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GREETINGS & DETERMINATION OF QUORUM

David Fuks determined that there was a quorum at this meeting.

D'VAR TORAH

Eddy Shuldman gave the D'Var Torah at this meeting.

CONSENT AGENDA

Mr. Steinberg inquired if anyone would like to open an item from the consent agenda. No items were brought forward.

MOTION: It was **MOVED** and **SECONDED** by Ivan Gold and Beverly Stein to approve the consent agenda as presented. The **MOTION CARRIED**.

SINAI FAMILY HOME SERVICES PRESENTATION

Paige Coleman began the presentation by detailing a brief history of Sinai Family Home Services. She further defined the population that is served and the scope of services provided. Ms. Coleman outlined Sinai Family Home Service's major accomplishments as the following; a recent re-licensing with Oregon Health Authority, closure of the RST After-Hours Program, the resolution of potential risks and liabilities, updated key organizational policies and procedures, an updated staff matrix, the institution of a new Employee Policy Handbook, the transition to a new Payroll Service and Accounting/Bookkeeping team, the migration of a new database system, and the development of an equity partnership with the Housing with Services LLC.

Ms. Coleman continued the presentation by sharing the following upcoming tasks; an increase in service hours from 1400 to 1600 per week, the attraction of private pay and long-term care insurance patients, the assurance that clients and homes are a good match for services and caregivers, the capitalization on involvement with Housing with Services, additional collaboration and contracts for more care givers, and the active expansion of business in the downtown area.

Focus for the next year will include the following; an internal audit and improved accounting and bookkeeping and database tracking, improved administrative operations, a review of the organization's branding, the assurance of market-rate compensation, improved training for caregivers, the development of a back-up system for nurse and caregiver coverage, the exploration of new offerings, and an expansion and strengthening for referral network and downtown business.

INTRODUCTION OF NEW BOARD MEMBERS AND COO

Lance Steinberg introduced the two new Board members, Hope Boyce and Jeff Reingold. Each provided a brief introduction. Mr. Steinberg also introduced and welcomed Sandra Simon, the new Chief Operating Officer.

CSP BUDGET REVIEW

David Fuks began the review by outlining the process for developing the budget and acknowledging Katherine Lipari DeSau for her hard work in supporting the process.

Richard Horsford stated that the key driver for the budget was the census at both Robison and Rose Schnitzer Manor. Robison's census is currently at 91.5%, with that factor and a rate increase, a 5.8% revenue increase is present. He reported that the total operating expenses for the Health Center are \$11,044,987, 5% greater than the current year's projections. The following factors resulted in variances; inflationary growth in food, utility and supply expenses, increased nursing staffing due to resident acuity, increased Corporate Office staffing allocation due to Corporate Office staffing changes and workload distribution.

Mr. Horsford further reported that Rose Schnitzer Manor's net revenue is increasing by 6.1% from the current year's projection. This net revenue is based on an 85.5% average census for the year. RSM total operating expenses increased by 6.5% from the current year's projections. This is the result of inflationary food and supply expenses, an additional marketing position, increased Corporate Office staffing allocations, and increased resident acuity.

Mr. Horsford reported that the Corporate Office budget reflects a \$228,536.00 increase. The following components contributed to this increase; the hiring of the Chief Operating Officer and an increase in the Chief Executive Officer's salary, the relocation of the Director of Spiritual Life position, the addition of the Housing with Services position.

The Capital budget is presented at \$707,696.00.

Mr. Horsford directed the group to CSP's Operational Analysis and acknowledged a combined revenue in excess of expenses at \$15,218.00. Finally, a decrease in Operating Cash results in an ending cash balance of \$430,146.00 for the budget year.

It was noted by Mr. Horsford that a \$500,000 allocation of Board designated funds was added to cover \$300,000.00 of staff related expenses and \$200,000.00 of Capital Campaign expenses.

Shari Levinson noted that some of the additional expenses in the budget come as a result of a greater acuity of residents. Additionally, it was noted that there has been a commitment to wait in filling six positions until later in the fiscal year to help support the budget. Mr. Horsford referred the group to the FTE Budget Analysis to clarify.

It was also noted by Mr. Horsford that many of the Capital expenses have been deferred until a later date. Ivan Gold expressed concern regarding this and the possible impact on the infrastructure, Mr. Fuks assured him that any projects that required immediate attention would be funded.

MOTION: It was MOVED and SECONDED by Ivan Gold and Sharon Morell to approve the allocation of \$500,000.00 of Board designated funds to support Capital Campaign expenses. The MOTION CARRIED.

MOTION: It was MOVED and SECONDED by Ivan Gold and Andrew Rosengarten to approve the 2014-2015 Budget as presented. The MOTION CARRIED.

DISCUSSION WITH SANDRA SIMON

The following hopes and wishes were shared with Sandra Simon, the new COO by the Board Members:

Michael Feves shared that he is looking forward to having a consolidation of all operations and a greater simplicity in the organization can be established. He further noted that the organization is complex and hoped for a way to market the range of services that are offered.

Sharon Morell shared that she would like to better capture all the organization's entities. She would also like a comprehensive graphic overview off all of CSP's entities.

Beverly Stein shared that she is welcoming someone seeing the organization with "fresh eyes" who can observe the culture, manage, and extract observations to present and share with the Board.

Arnie Silver (Resident Representative) shared that he hoped the residents would be attended to, especially acknowledging their desires and wishes.

Evelyn Maziels (Sisterhood) shared that the Sisterhood was available for help and support and that she was looking forward to a new enthusiasm for the organization.

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Eddy Shuldman (Spiritual Life Committee) shared that the residence become known personally and that they should remain the focus and center of the work.

Deanne Froehlich shared that the need for the “kids” to become involved/integrated into the organization as being important. Additionally, she shared that there is a need to establish clarity and systems in the operations of CSP.

Jeff Reingold shared that he hopes for a synergy to be created between Paige Coleman and Sandra Simon and that they work in a collaborative fashion.

Lance Steinberg (Board President) shared that he hopes that the organization’s inefficiencies be identified and focus could be found in the organization. He further added that any “gaps be plugged” in the organization.

Shari Levinson (Vice President of Finance) shared that was hoping for greater consistency and focus. Also, she shared that she hopes the work of CSP can be transparent.

Andrew Rosengarten shared that he hoped for a greater integration for all lines of service, improvement can be made in our successful lines and that unsuccessful lines of business can be dropped.

CAPITAL CAMPAIGN/DEVELOPMENT – CALL TO ACTION

David Fuks reviewed the Call to Action document and noted that to complete the Capital Campaign, \$6.5 million still needs to be raised. Mr. Fuks requested the support of all the Board members and asked for a 100% participation from each.

He further noted that the event strategy for the year has changed with a greater emphasis on segmenting the market. Mr. Fuks also distributed the Life and Legacy materials to the Board.

NEXT MEETING

The next CSP Board meeting will take place on **Tuesday, October 14, 2014** from 5:00 to 6:30 pm in the Synagogue.

Minutes Recorded by,

Kirsten Plumeau,
Executive Assistant/Board Liaison

Liz Lippoff, Secretary
CSP Board of Directors