



American Conference of Cantors
Minutes of the Executive Board Meeting
Friday, June 10, 2011
8 Sivan, 5771
Readytalk Webinar and Phone Conference

Attendance

Officers: Susan Caro (President), Claire Franco, Mark Goldman, (Vice Presidents), Tanya Greenblatt (Secretary), David Margules (Treasurer)

Executive Board Members: Marie Betcher, Amy Daniels, Larry Eschler, Penny Kessler, Sharon Kohn, Susan Levine, Barbara Margulis, Jacqueline Rawiszer, David Rosen, Sarah Sager, Tracey Scher, Sergei Schwartz, Ellen Sussman, Steven Weiss

Staff: Gail Hirschenfang (Director of Member Support,) Rachel Roth (Managing Director,)

Guests: Michael Shochet

Meeting called to order at 1 pm EDT

March (Spring 2011) Meeting Minutes

- ◆ Posted on the Executive Board page of website
- ◆ Review and send changes/corrections to Tanya (cantortanya@gmail.com)
- ◆ Will be accepted at the Sunday, June 26, 2011 meeting in Boston

Enote will be going out to membership next week

- link to Pre-Reads
- Convention information
- Convention App

Prereads for Sunday, June 26 Executive Board Meeting will be posted on the Executive Board page. Thanks to these monthly meetings, we have a manageable agenda for the June 26th meeting.

Call for Corrections and Acceptance of Minutes of the May 2011 Executive Board Webinar Meetings

Minutes are accepted as posted on the Executive Board page of the website. Please send any additional corrections to Tanya.

Good and Welfare

Barbara Ostfeld's daughter is getting married tomorrow.

Gail Hirschenfang's daughter, Leah's Bat Mitzvah was two weeks ago.

Lanie Katzew's daughter Sarit was married recently.

Richard Cohn's first grandchild was born.

ACC Lifecycle Manual Update – Michael Shochet

- ◆ Committee members: Mia Fram- Davidson, Leigh Korn, Sam Radwine, Sarah Sager, Benjie Schiller, Judy Seplowin, Jodi Sufrin, Seth Warner, Michael Shochet (chair)
- ◆ Two initial phases
 - First phase: Evaluating current Cantor's Manual (2000, revised 2006)
 - Decide what music in the current manual will be kept for the new manual.
 - Second phase: Consult on new CCAR Rabbi's Manual.
- ◆ After initial planning, committee will create a submission process for new material.
- ◆ Coordinating with CCAR to connect our music resources with new Rabbi's Manual.
 - Planned publication in the next year for CCAR manual.
 - Two separate publications are planned.
 - Susan is working with the CCAR and hopes to create reciprocal pricing for members of both organizations to purchase both manuals.
 - Our manual may look like the Rabbi's Manual, as a compendium.
 - Format will be determined later.
 - Digital version is also planned.



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- May be the same as the print version, or may include supplemental materials not in the print version.
- ◆ Budget considerations
 - Current manual has been a money-maker for the Conference.
 - For original 2000 publication, most composers gave us free permission, so royalties were low.
 - Cost of printing was low, compared to price of each manual.
 - Since 2006 (second printing): \$4431 expense \$14,996 income
 - Initial outlay of funds to produce the new manual will pay off, based on past experience.
 - Fundraising opportunity through sponsorships can increase profit.
- ◆ Challenge of making the new manual appealing to people who have the old manual.

Update on ACC Legacy program

- ◆ Formerly presented as the planned giving bequest initiative.
- ◆ Fundraising and Development Committee now feels that a different direction is better for the ACC.
- ◆ Larger scope, holistic Legacy building initiative to benefit the ACC's long-term financial security.
- ◆ Shirim L'Olam
- ◆ First stage is an educational component.
 - Will begin at the Boston Convention.
 - Support our members in creating wills and learning about various planned giving opportunities and vehicles.
 - Focus on benefit to family of having a will.
 - Bequests will still be presented as one of several options for our members to support the ACC.
- ◆ Updated report will be presented to Executive Board at the June 26th meeting, prior to plenary.

Update on Ethics publicity language proposed revision

- ◆ Questions came up on webinar that led to a new revision to the document approved by the Executive Board in March.
- ◆ Additional updates and changes expected, as we respond to and try to stay ahead of trends in technology and communication. These changes will also need to be approved by the Executive Board and the Membership.
- ◆ Clarification of what constitutes "Cantorial Services" in response to questions on webinar.
 - Additional language added: "The provisions of this rule cover all services for which a cantor may advertise."
 - Additional language added: "The listing of the price of a product (i.e. recordings, compositions, educational materials) and event admission fees is permissible."
- ◆ Clarification of acceptable and unacceptable testimonials. See 1b in the proposed revision.
- ◆ Grammatical corrections will be sent to Penny, and copied to Susan and Mark, before the Plenary Prereads are posted.

Update on Shirim Ush'kalim

- ◆ Started this year. Members who donated \$180 or more to the ACC from concert proceeds are part of the Shirim Ush'kalim Concert Honor Society
- ◆ Expanded for next year to coordinate with Campership Initiative.
 - Participation in a Campership Concert with a donation to the ACC



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- Proceeds from Campership Concerts will be divided equally between the ACC and URJ Camp Scholarship Fund.
- Donation from a non-Campership concert of \$360 or more.

Update on recent board calls to membership

- ◆ Membership committee will give the Executive Board a full report at our June 26 meeting

Update on Reform Movement Think Tank

- ◆ Three founding organizations are still thought of as the foundation of the Reform Movement.
- ◆ Laypeople noticed the absence of the cantorate.
- ◆ Susan has been appointed to represent the ACC on the Think Tank.
 - Susan will follow up to make sure the ACC is added to the Think Tank website.
- ◆ Susan will give an update at Boston Convention, following a June 20th conference call.
- ◆ Chadashot this coming Tuesday will include link to Reform Judaism special issue on the future of Reform Judaism.
 - Board members are asked to read the material before our discussion in Boston.
 - Suggestions, questions, concerns should be forwarded to Susan.

Convention App Preview Tour

- ◆ Available on smartphones.
- ◆ Google calendar with convention schedule.
 - Allows us to make changes and updates to the schedule without printing new schedules at convention.
- ◆ Enhanced information, including links to maps and descriptions of workshops.
- ◆ Blog, moderated by Sally Neff and Penny Kessler.
 - Posts sent to them through a form, and they will post.
- ◆ Links to ACC Facebook page and Convention Facebook page
- ◆ No bulletin board.
 - Only administrators can post on the app.
 - Facebook can serve as a bulletin board.
 - We will still have a message board and computer at registration table for those without smartphones.
- ◆ App is password protected for our members.
- ◆ Allows members who are not able to attend convention to participate.
- ◆ Live streaming is not available for this year.
- ◆ Thanks to Rabbi Dan Medwin (CCAR) for development, Rachel, Sally and Penny.

Meeting Adjourned at 2:05 am EDT