

## COMMITTEE TO KEEP JCF IN CLE

August 20, 2008

Mr. Harley Gross  
Mr. Steve Hoffman  
Jewish Community Federation  
1750 Euclid Avenue  
Cleveland, Ohio 44115

Dear Harley and Steve:

The partnership between the Committee to Keep JCF in CLE, aka the Ad Hoc Committee, and the Jewish Community Federation allowed several hundred people to be part of an important discussion that affects the future of Greater Cleveland's Jewish community. This process was crucial, and we thank the Federation for its investment in our community. The Downtown Dialogues may well represent the first time this level of community involvement has occurred in this manner, and we know that many participants became engaged for the first time in the Federation's decision-making process. The Dialogues permitted each of us to better understand the differing opinions around our Federation's proposed move out of downtown Cleveland to Beachwood, while at the same time connecting each of us in new ways to the organization and the Jewish Community.

The process spearheaded by Joe Goldman of AmericaSpeaks and staffed locally by David Fleshler was an extraordinary success. It involved a great number of people assembled on short notice, some of whom had never been asked to become involved before by the Federation. This bodes well for our community's future. These people, in particular, have moved us by their words of support, appreciation and their willingness to continue to become involved in our community.

As you know, more than 250 members of our community participated in these discussions which occurred during the course of two evenings – one night at the City Club downtown and the other at Corporate College. We would like to point out that these events were planned very quickly with little notice in the worst possible month of the year to discuss serious issues, so we were elated with the large turn out. More than

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60 percent of the participants have lived in the area for 30 years or more, and 80 percent live on the East Side. Thirty percent work downtown, and a quarter were 40 years of age or younger. Almost 70 percent are affiliated with the Federation, and 90 percent were satisfied with the discussion outcomes.

Numerous programs were suggested around three themes: Community Relations, Economic Revitalization and the Next Generation. We have enclosed Addendum A which further details the numerous suggested projects. We will discuss these ideas and the process when we meet with the Trustees on August 26<sup>th</sup>.

In determining how to run these meetings, we agreed to not discuss the downtown location but rather the downtown "presence." In spite of the fact that we did so, most participants spoke vehemently about maintaining our Federation's headquarters building in downtown Cleveland. In fact, an overwhelming 90 percent believe the Jewish Community Federation's downtown headquarters presence is important.

At the Downtown Dialogue meetings, each table selected one participant to attend a follow-up meeting on August 14, 2008. We were glad that representatives of our JCF were able to participate in this meeting to hear for themselves the feelings and beliefs of many members of our community. When asked the direct question, "What recommendation would you make to the Federation's Board of Directors with regard to their decision about the Federation's headquarters and facilities", 39 of the 50 participants present responded that our Federation's headquarters should remain downtown.

This result mirrored the outcome of the JCF Community Relations Committee. The Federation chose not to initially process this major decision through the CRC, selecting Women's Division and YLD to do so. When the CRC itself decided to process it in the spring of 2008, and after listening to presentations from both sides of the issue, this Federation Committee voted overwhelmingly (31 to 3) that the JCF headquarters should remain downtown.

Based on the information gathered at the three Downtown Dialogue meetings and the JCF's own Community Relations Committee, our Ad Hoc Committee is taking the unequivocal position that the JCF headquarters and staff should remain downtown. It is our position that a new headquarters should be a vibrant, dynamic place that can assist in the attraction and retention of the next generation, many of whom will be living in

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downtown Cleveland and near West Side, address community relations opportunities and enhance the economic revitalization of the core city of Cleveland which will greatly impact the long term viability of the Jewish community. This new building should take into consideration the present headquarters, an architectural gem in our city's landscape, designed by Edward Durrell Stone, the architect of the Kennedy Center in Washington, DC. In addition, any renovation or new construction should be sustainable and green with the most state of the art technology available, a high priority of the next generation.

The Committee to Keep JCF in Cle appreciates the invitation to address the Board of Trustees meeting on August 26, 2008, at 7:30 am and are eager to share the results of our meetings and the Downtown Dialogues. We would like to extend the invitation to attend this meeting to all of the members of our Committee.

Sincerely,

Committee to Keep JCF in CLE