

3.7.1
ב"ה

61, Brampton Grove London NW4 4AH
Tel 081-202 2284 Fax 081-202 1684

Michael Goldmeier
High Linden
104 Marsh Lane
London NW7

19th November, 1991

Dear Michael, עמר"ש

Eruv

It appears from Alan Perrin's report that if we resolve the technical issues raised by the council, we should look to get approval in January - although a date in March was mentioned indirectly to Jerry Shatskes. My understanding from a councillor on the Public Works Committee is that we have the necessary support and we must discourage other councillors from badgering the officials.

I do think that we should start preparing material, which has a long lead time if done properly, to present the *eruv* to both children and adults in the community. Rabbi Kimche has a fair collection of samples from the US where they are good at PR, and I suggest he should be commissioned to start preparing material. I think we need a simple explanatory leaflet for *chadorim* and schools and an adult education guide. We will also need data posters to show the map and the basic rules of the game. I think Michael Cohen's office could give the right support and handle implementation.

Has your committee given thought to the question of advising the public whether the *eruv* is OK or not. Two ideas have come to mind and I would be happy to pursue these if you wish. Firstly to negotiate a regular spot on Friday mornings on LBC and/or other local stations. I think we could twist their arm for reduced rates for a series of 5 second spots giving the time of *shabbat* and confirming the *eruv* is, or is not, OK. On the basis that it would be a unique reason for people to tune in we might get them free.

Secondly we could organise a phone-in number with a recorded message which would possibly generate revenue for maintenance.

On the key question of *sh'mira*, one of our community has come forward to offer his services on a paid basis on Friday mornings to undertake the detailed checking. He is Michael Gilles and he could be ideal for the job. He is a regular *bal koreh* in the shul and gives *bar mizva* lessons etc. Thoroughly knowledgeable and reliable.

Perhaps it would be useful to get together shortly to review these matters.

Best Wishes,

A handwritten signature in black ink, appearing to read 'David' with a stylized flourish at the end.

David Schreiber

cc *Rabbi Kimche*
 Alan Perrin
 Jerry Shatskes
 Laurence Begner