

Board of Directors Meeting
April 3, 2017 – 4:30-7:00 PM
Shelly Ridge Service Center - Lodge

A meeting of the Board of Directors was held on Monday, April 3, 2017 and began at 4:38 pm.

Board Chair Report/Opening Remarks

Board Chair, Mary Stengel Austen called the meeting to order. She began by thanking all members for attending the April Board meeting. Mary reminded members of the Delegate meeting occurring immediately after the Board meeting from 7:00-9:00 pm in the Activity Center. She encouraged all members to attend this important meeting.

Mary invited all Board members to both the Gold Award Ceremony and the Adult Awards celebration. The Gold Award Ceremony will be held Sunday, April 30, 2017 at the DoubleTree from 1:00-4:00 pm and the Adult Awards celebration will be held on Tuesday, May 2, 2017 at Camp Laughing Waters starting at 6:00 pm.

Mary highlighted the Greater Philadelphia and Berks Take the Lead events. Mary noted the honorees, attendance, and how inspiring the girls were. Mary then provided a reminder about the upcoming Lehigh Valley Take the Lead occurring on Tuesday, April 25, 2017 at the Sands Event Center in Bethlehem.

Mission Moment

The Mission Moment for the evening was provided by Josie Reinhart, GSEP Girl Delegate and National Council Session (NCS) girl planning committee member. After providing background information on herself, Josie informed Board members she is one of 21 girls selected to plan the activities for the NCS. She reported on the number of committee meetings, along with the sub-committees: special events, hall of experiences, program, and marketing and design. Josie sits on the special events team and is currently planning a Friday night welcome event, Saturday lunch event, and a Saturday evening girl party. Josie is extremely happy to be a part of this committee and to help empower girls across the county.

Board Development Committee Update

Sue Perrotty, Board Development Committee Chair provided an in-depth report of the work the committee has completed to date. Sue was happy to report there will be a full slate of candidates including Officers, Members-at-Large, Board Development Committee members, Girl Advisors and Delegates, and National Council Session Delegates. The official slate will go out to the entire Delegation 30 days prior to the Annual Meeting on May 6.

CEO Presentation

Kim E. Fraites-Dow, CEO, presented her CEO report. Kim highlighted key topics including: IT infrastructure upgrade, Take the Lead, Customer Engagement Initiative (CEI), girl membership and program, cookie program, and strategic plan.

Next, Kim highlighted the three Take the Lead events: Greater Philadelphia, Berks and Lehigh Valley. Kim reviewed the number of attendees, total raised to date and camperships. Kim also provided a

brief update on the CEI initiative and membership numbers to date. Kim reviewed the summer camp and non-summer camp girl program registration numbers, both of which are performing better year over year. Kim concluded her report with a cookie program update noting GSEP met and exceeded the cookie goal for FY17.

Kim then welcomed, Jennifer Richards, Vice President of Customer Engagement and Chana Garcia, Director of Marketing and Communications to present an update on the Communications Strategic Plan Implementation Team (S.P.I.T) work. Jenn and Chana shared the goal, objectives, and key action steps, which included the creation of GSEP media girls. Jenn and Chana concluded the update with sharing the next steps of the Communications S.P.I.T.

Finally, Kim welcomed Christie Bett, Assistant Director of Training and Development and Lauri Kochis, Director of Recruitment, Greater Philadelphia to present an update on the work the Volunteer Experience S.P.I.T has completed to date. Christie and Lauri also shared the goal, objectives, key action steps, and highlighted the department process analysis tool. This tool will be used to ensure the ongoing improvement of the volunteer experience. Christie also highlighted the creation of a peer-to-peer network and action steps already in progress.

Finance/Audit Committee

Mike Vanic, CFO provided a finance update. Mike recapped the 2015 IRS Form 990 and the differed FY2017 capital budget. The Finance/Audit Committee presented two resolutions which were passed by members.

Adjournment

Before adjourning, Mary Stengel Austen provided a final reminder about the Delegate meeting. The Board of Directors meeting was unanimously adjourned at 6:45 pm.