

**Board of Directors Meeting**  
February 6, 2017 – 5:00-7:30 PM  
Shelly Ridge Service Center - Lodge

A meeting of the Board of Directors was held on Monday, February 6, 2017 and began at 5:22 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 February Board meeting and introduced Marlene Beers and Colleen Rooney, two new Board members. Mary also summarized the success around both the Greater Philadelphia and Berks *Take the Lead* (TTL) preview parties. Mary highlighted the TTL Co-Chairs, honorees and guest speakers. Mary encouraged all members to attend and/or sponsor the TTL events.

Mary provided a brief overview of the 2017 National Council Session noting the extended application deadline of February 16, 2017. Before moving to the Mission Moment, Mary invited all Board members to attend the Gold Award Ceremony.

### **Mission Moment**

The Mission Moment for the evening was provided by Aurora Budson, Girl Advisor to the Board of Directors. Aurora shared her experiences as a TTL presenter and how she became involved in the TTL program. She explained why she enjoys being a part of the TTL event and how this event has impacted her Girl Scout career.

### **Consent Agenda**

The consent agenda was approved by unanimous consent.

### **CEO Presentation**

Kim E. Fraites-Dow, CEO, presented her CEO report. Kim highlighted the current membership statistics, noting an increase in both girl and adult membership. Kim expressed the girl growth is due to increased outreach program opportunities such as funded troops and funded series.

Kim then shared a cookie program update including the goal to date, girl participation, initial orders and total cases distributed by variety. Kim was pleased to report that the sale is doing extremely well due to 90% troop participation, the wonderful kickoff event held at 30<sup>th</sup> Street Train Station, and the great partners and media coverage. GSEP is forecasting to meet and exceed the case and revenue goal for FY17.

Kim then welcomed, Maureen Maier, Vice President of Girl Experiences; Erin Vermeulen, Director of Girl Experience Operations; and Julia Dougherty, Assistant Director, Institutional Giving to present an update on the Girl Experience S.P.I.T work. The group shared the Girl Experience goal, key objectives and key action steps which include the creation of a survey, formation of Girl Scout Says (GSS), and the development of the Girl Experience dashboard.

### **Finance/Audit Committee**

Mike Vanic, CFO, reviewed the 2016 audited financial statements. He was happy to report GSEP received a clean audit.

### **Property Committee**

Cathy Pullen, Chair of the Property Committee shared a brief update on the divestment of camps. The Property Committee presented a resolution regarding Camp Hidden Falls and was passed by members.

### **Campaign Discussion**

Stephanie Lim Capello, Chief Development Officer, provided a recap from the November 14, 2016 Campaign for Girls capital campaign update. Stephanie noted the current key messaging, the three-year campaign goal, and shared the current trends of the campaign.

Stephanie concluded her report with sharing the re-messaging for the Campaign for Girls. She highlighted the leadership and staffing of both the Campaign Cabinet and Fund Development team, along with three key focus areas: outreach programs, innovative programs and facility stewardship.

### **Adjournment**

Before adjourning, Mary Stengel Austen provided a reminder about the April 3 Board and Delegate meetings. The Board of Directors Meeting was unanimously adjourned at 7:32 pm.