



Meeting Minutes

Board of Directors Meeting

September 25, 2017 – 5:00 pm

Daisy's Place Activity Center

330 Manor Road

Miquon, PA 19444

Board Members: Debbie Hassan, Board Chair; Maria Pajil Battle; Marlene Beers; Harris Bock; Christopher Cashman; Ann Donley; Amy Fleischer; Joann Gonzalez-Generals; Michael Hanlon; Maria Kraus; Rita Lee; Nicole LeVine; Toni Miller; Loraine Ballard Morrill; Sue Perrotty; Rick Perkins; Dianne Rotwitt; Leslie Stiles; Deb Walters; Diane Welsh; Kim E. Fraites-Dow, CEO, *ex officio*, non-voting

Board Members Not Present: Anne Baum; Grace Killelea; Susan Mucciarone; Colleen Rooney; Ilene Wood;

Girl Advisors: Mikayla Roach; Katharine Trojak; Emma Woerle

Senior Staff: Katherine Allebach; Stephanie Lim Capello; Shawna DiFilippo; Keisha Jordan; Maureen Maier; Jamie Murphy; Babette Racca; Jennifer Richards; Michael Vanic

Opening Remarks

Board Chair, Debbie Hassan called the meeting to order. She began by welcoming Rick Perkins to the GSEP Board of Directors. Rick was voted in to fill the open seat on August 22, 2017. Debbie explained how Mary Stengel Austen was no longer able to serve on the GSEP Board, as she was slated to be voted into the GSUSA National Board of Directors in early October 2017. Debbie continued by discussing the engagement opportunities that were had at the August 22, 2017 Board Retreat. She presented the Board Patch design that would go to print and serve as the year's patch to represent the Board of Directors.

Debbie continued the meeting by presenting a few reminders. The first was a reminder about the Delegate Meeting occurring directly after the Board Meeting. Additionally, there was a request for Demographic Sheets and Conflict of Interest statements to be returned to Kate Allebach. Debbie also reminded Board Members to renew their Girl Scout Membership, as it is a requirement.

Mission Moment

Girl Advisor to the Board, Katharine Trojak presented her Mission Moment. Her Gold Award project focused on the idea of global information spreading. Specifically, Katharine wanted to combat the idea of always hearing problems in the world, but not

always hearing solutions. Her take-action response was to travel to countries in Eastern Europe and lead discussions that were solution-focused. Katharine met many other Girl Scouts and Girl Guides throughout her travels and is thankful for the opportunity to integrate her passions with her Gold Award project.

Consent Agenda

The Consent Agenda was approved by unanimous consent.

Competitive Landscape: The Case for Girl Scouts

Vice President of Member Engagement, Jenn Richards, provided an overview to the Board on GSUSA and Girl Scouts of Eastern Pennsylvania's response to the growing competition from the Boy Scouts and other youth-serving organizations. Girl Scouts' strategy is to take an offensive approach that operates from a position of strength, and highlights the one-of-a-kind opportunities and experiences Girl Scouts has provided girls for 105 years. Girl Scouts is the best leadership experience for girls because we are all girl and girl led. Jenn continued to explain that until the Boy Scouts releases an official announcement, GSUSA will be focusing on positive messaging. After the announcement, GSUSA and GSEP will split the difference between taking the high road and going on the offensive in our communications efforts.

After Jenn's presentation, she opened the floor up for discussion amongst Board Members and the Girl Advisors. Many diverse opinions were shared that commented on the intention of Boy Scouts, the likelihood of success the Boy Scouts will have with their new strategy, and how we can leverage our time-tested curriculum and mission against all Girl Scout competitors.

CEO Presentation & Discussion

Chief Executive Officer, Kim E. Fraites-Dow began her presentation by providing a timeline of GSEP's progress regarding the timeline of the key priorities: Outdoor Program Vision (OPV) and Capital Campaign; Strategic Learning and Plan; and CEI (Customer Engagement Initiative). The OPV Project and Capital Campaign have been completed with success. The Strategic Plan remains a priority at GSEP through 2019. Lastly, GSEP is currently in the integration stage of the CEI implementation process. In terms of GSEP's organization capability model, GSEP is making positive strides toward defined organization capacity, including being proactive rather than reactive and creating metrics to maintain growth and progress. Kim concluded her presentation by providing end of year council statistics for 2017.

Finance/Audit Committee Report

Chief Financial Officer, Mike Vanic presented the Finance/Audit Committee update, which included the FY2017 Operating Forecast and the FY2018 Operating and Capital Budgets. Mike reviewed the FY2017 Operating Forecast compared to the FY2017 Budget. The expected surplus is projected to be slightly less than the FY2017 budgeted surplus. Mike then presented the guiding principles, key drivers, and revenue and spending assumptions that went into compiling the FY2018 Operating Budget. He reviewed, in more detail, the budgeted revenue and expense line items compared to the

FY2017 Forecast. He then presented the FY2018 Capital Budget requests, which are to be funded from the LBE Investment Account.

Mike opened the room up for questions and both Christopher Cashman, Chair of the Finance/Audit Committee and Maria Kraus, Treasurer, ensured all questions were fully answered.

The Finance/Audit Committee presented one resolution regarding FY2018 operating and capital budgets. This resolution read:

Recommendations from the Finance/Audit Committee regarding the Fiscal Year 2018 Budget

The Finance/Audit Committee recommends that the Board of Directors approve the Fiscal Year 2018 Operating and Capital Budget amounts as presented. The detailed budget information can be found in the Board package for the September 25, 2017 Meeting.

Operating Budget:

The operating budget includes a 5% rate of draw from the board designated endowment fund. This amount equals \$343,617 for FY2018.

(In Whole Numbers)

**As approved by the
Finance/Audit Committee
9/12/17**

FY2018 Budget

Total Revenue	<u>\$ 17,576,950</u>
Total Expenses	<u>17,488,694</u>
Income Before Other Items	<u>\$ 88,256</u>

Capital Budget: \$140,000 for Information Technology.
\$251,318 for Camps and Service Centers
\$391,318 Total

Rationale:

According to the Board Approved Financial Policies, the Finance/Audit Committee is responsible for reviewing and recommending an annual operating budget to the Board of Directors for approval. The Board is responsible for adopting the budget no later than September 30 before the new budget year. The Finance/Audit Committee met on September 12, 2017, reviewed the FY2018 Budget, and voted unanimously to recommend it to the Board.

The resolution as presented was passed unanimously by the Board as recommended by the Finance/Audit Committee.

National Council Session Update

Secretary of the GSEP Board of Directors, Deb Walters provided a National Council Session update. Every three years, GSUSA holds a National Council Session to vote on the slate of Board Officers, Board Members-at-Large, and Board Development Committee members. The delegation also votes on proposals. GSEP will be sending 20 delegates and 1 alternate to Columbus, Ohio from October 4-8, 2017. Deb continued to explain that more than 60 girls and volunteers from GSEP will be attending the Convention, and is one of the larger represented councils. There were also five National Volunteer Partners from GSEP who assisted GSUSA in the planning and implementation of the Convention. GSEP's Josie Reinhardt, from Douglassville, PA will be one of 21 girls on the Girl Advisory Council, planning the Convention. Deb also mentioned that the next convention would be in Orlando, FL in 2020.

Adjournment

Before adjourning the meeting, Board Chair, Debbie Hassan provided a few reminders to the group. The next Board Meeting will be held on Monday, November 13, 2017 starting at 5:00 p.m. at Shelly Ridge. Immediately following the Board Meeting, there will be a board party starting at 7:00 p.m.

Additionally, GSEP will be hosting the 60th Annual Community Clothes Charity (CCC) sale and fundraiser from October 25-28, 2017 at Camp Shelly Ridge. The sale will benefit GSEP directly, with at least \$100,000 in contributions.

Before adjourning the meeting, Debbie provided one final reminder about the Fall Delegate meeting being held immediately after the Board Meeting.

The meeting adjourned at 6:54 p.m.