

The Annual Meeting of Girl Scouts of Eastern Pennsylvania was held at Camp Shelly Ridge on Saturday, May 2, 2026.

Call to Order

The Meeting was called to order by Board Chair Nicole LeVine at 10:15 a.m.

Opening Ceremony & Governance Award Presentation

Girl Scout Ambassador and Girl Delegate Gillian S. from Northampton County led the opening flag ceremony. Girls in various governance roles served as color bearers and color guard.

Ms. LeVine then invited CEO Kim E. Fraites-Dow to join her at the podium for the presentation of the Governance Award. They presented the award to Board member and Property Committee Chair Ellen Iobst. Ms. Iobst was celebrated for her long service to good Girl Scout Governance and her deep commitment to our Council and the Girl Scout Movement as a whole.

Overview of Parliamentary Rules

The presiding Parliamentarian, Maryann Kolbeck, was recognized and thanked by the Chair for sharing her expertise at the meeting.

Board Secretary Joann Gonzalez-Generals delivered the report of Quorum, noting that Quorum was achieved by a count of 93 voting delegates. GSEP Bylaws require 40% or 64. In addition, 112 Girl Scouts and interested members were in attendance.

The next order of business was to approve the Agenda for the meeting. The agenda was approved by unanimous consent.

Approval of Minutes Committee

The Delegates, by unanimous consent, approved a Minutes Committee to review and approve the Minutes of the Annual Meeting on behalf of the entire Delegate Body. The committee is comprised of girl members involved with Governance: Service Unit Delegate Madelynn Dilliard, Girl Delegate Gwen Harding, and Service Unit Delegate Amber Thompson.

Appointment of Tellers

Board Chair Nicole LeVine appointed Tammy Hui and Linda Mills to serve as Tellers for the meeting.

Governance Report

Board Chair Nicole LeVine presented the Governance Report, which included recaps of:

- The Fall Delegate Council Meeting from October 2025, which had strategic planning as the primary topic.

- The three objectives of Girl Scouts of the USA's five-year strategic plan (called "Vision 2030") are to 1) revolutionize engagement by making Girl Scouting easy, flexible, and accessible; 2) amplify impact by ensuring that Girl Scouts is THE trusted resource to meet girls' and their families' needs in their leadership development; and 3) secure tomorrow by managing our resources wisely.
- GSUSA's property strategy in support of Vision 2030 includes selling the Edith Macy Conference Center and selling up to three floors of the National Headquarters in New York City. Those funds will support enhanced national volunteer training, grants to Councils for camp improvements, and fully funding the national Girl Scout pension plan.
- Girl Scouts of Eastern Pennsylvania's next strategic plan (MY27-29) was the topic of the strategy café discussion. Delegates talked about GSEP's five objectives: 1) grow membership, 2) elevate program quality, 3) diversity revenue streams, 4) invest in people, and 5) improve the member experience.
- The Winter and Spring Delegate Council meetings focused on the same subject: the proposals which will be discussed, debated, and voted on at this summer's National Council Session:
 - Allowing girls working on their Bronze and Silver Award projects to ask for philanthropic support
 - Lowering the percentage of a dues increase that requires the approval of both the National Board and the National Council
 - Limiting when Girl Scout Cookie-licensed or-branded products can be sold.
- Ms. LeVine also shared a special acknowledgement of our outgoing Girl Advisors: Maggie Menarde, Makena Seng, and Sydney Vance. She also thanked the adults in Girl Scouting (parents and caregivers, troop leaders, Service Unit volunteers, and staff) for their dedication to supporting girls on their leadership journeys.

Treasurer's Report

Board Treasurer Jennifer Dempsey Fox presented the Treasurer's Report.

She gave an overview of the financial statements for the year ended September 30, 2025, and the current year-to-date as of March 31, 2026. This included:

- A comparison of the past six years' revenue. Of the past six years, two ended in a deficit: FY21, due to the pandemic, and FY25, which was a planned deficit due to the launch of the Calling All Girl Bosses initiative and GirlzDay, the girl expo held at the Philadelphia Convention Center. The other four years, GSEP's goal of achieving a six-figure surplus has been successful and has helped the Council weather those deficits and invest in the future.
- A pie chart illustrating the sources of FY25 revenue, with the biggest "slice" coming from Product Program. The other primary revenue sources were contributions, bequests, grants, and events; program service fees; and merchandise sales and other initiatives.
 - Ms. Fox explained that GSEP had less revenue than the previous year, mainly because in FY24, the Council received \$2.2 million in federal support from Employee Retention Credits (which was not repeated in FY25). The other factors were that revenue from Product Program decreased by more than \$600,000 from last year and other sources (contributions, camp, girl programs, and retail) also brought in \$370,000 less than in FY24.

- FY25 expenses were \$700,000 more than in FY24, but Ms. Fox explained that most of that increase was attributed to more spending on enhancing girl programs, providing more financial aid, supporting member services, and investing in our camps and program delivery teams.
 - She highlighted the bright spot that 85% of every dollar spent went straight into programming and services for girls (which was more than last year). (Ten years ago, that figure was 72%.)
- Ms. Fox also offered a detailed overview of the revenue and expenses of Product Program (the GS Cookie program and the Fall Product Program). Both those programs brought in \$18.6 million in gross revenue, more than a quarter of which went to our suppliers who make the products that are sold. Another quarter of the income went directly back to troops and service units as well as funding the recognitions for girls. The balance goes toward supporting every Girl Scout in our Council by subsidizing things like camp programs, financial aid, STEM workshops, and other girl programs (and the necessary infrastructure and the behind-the-scenes systems that make those experiences possible).
 - More than 72% of every dollar from Product Program stays in our local Girl Scout community.
- Ms. Fox then explained the parameters of the FY26 budget:
 - Modest girl membership growth
 - Slightly higher revenue and expense expectations
 - Modest increases in cookie sales and camp participation, due to
 - slightly higher number of girls participating
 - the \$1 per box increase in the purchase price of cookies
 - An anticipated surplus at the end of the year

Halfway through FY26, the results have come in slightly below budget, a major reason being that the net proceeds from the Cookie Program fell short of expectations due to fewer girls participating, a lower per girl average, severe winter weather, and strained economic conditions.

- However, through prudent fiscal management and expense savings, the Council has already made up half of the gap in the budget and we have another six months to close the entire budget gap.

Management Report

CEO Kim Fraites-Dow presented the Management Report on the operations of the Council. She began by sharing the GSEP ended MY25 as the fifth largest Girl Scout Council in the country out of 111. GSEP's market share was 5.9% of the available girl population, approximately the same as the previous year.

Highlights of her presentation included:

- **Strategy and New Markets**, with three primary focus areas:
 - Build new Daisy and Brownie troops
 - Determine key growth areas and implement hyperlocal recruitment
 - The spring early renewal campaign offered a GSEP-branded beach towel and raffles, with almost 7,500 girls registering by June 30, 2025, for MY26.
 - By the start of Membership Year 2026 on October 1, more than 75% of the girl-membership-in-troop goal was reached.

- The team also analyzed membership and demographic data and increased efforts in communities with a lower market share.
- Increase visibility to ensure broad awareness and accessibility
 - These efforts were supported by more than 200 earned and paid media placements, earning over 1 billion impressions, which was a 33% increase year over year.
 - On social media, GSEP gained more than 1,000 new Facebook followers, 800+ new followers on Instagram, and close to 300 new followers on LinkedIn.

- **Member and Community Excellence**

- In MY25, GSEP finished the year just over its girl membership goal, with 25,147 girls. Adult and Lifetime membership closed the year at 14,023.
- Two new essentials leaders were recruited and hired: Phylicia Epps, the Head of Philadelphia Partnership and Strategy, to drive an increased presence in Philadelphia through deep school partnerships and increased recruitment efforts and Jess Mertz, Head of Regional Partnership, to build a strong recruitment machine across the eight non-Philadelphia counties.
- A reshaped Volunteer Experience Team revamped and improved onboarding and support for volunteers.
- The Girl Experience Team focused on designing and running six summer camps and weekend programs year-round to increase access to the Girl Scout Leadership Experience
- The Girl Leadership Team, focused on the Highest Awards, was expanded to combine the Calling All Girl Bosses initiative and traditional Bronze/Silver/Gold Awards support.
- The FY25 Fall Product Program exceeded its goal by 14%, with more than 3,500 Girl Scouts selling nuts, candy, and other items (including personalized stationery).
- For the FY25 Cookie Program, GSEP maintained the \$5 per box purchase; the Council did communicate to volunteers, girls, and families that this was unsustainable for the next year, due to the increase in the cost of goods. The Cookie Program missed its budgeted goal by almost 10%, due to a slightly lower percentage of girls participating (73.3% in MY25, 6% lower than the previous year) and the per girl average was also slightly lower than the prior year. However, inventory management was excellent, with less than 1% of purchased inventory left at the end of the program.
- The Retail Department successfully met its reforecast gross sales goal through the Service Center shops and online with GSUSA. Mobile business fell short of its goal due to limited staffing and Trading Post goals were reduced to match lower camp registration numbers.
- In Fall 2024, GSEP launched Calling All Girl Bosses (CAGB), a nine-month leadership program for middle and high school girls in Philadelphia. Girls took part in 12 workshops that guided them through exploring their individual interests, identifying community needs, and designing meaningful sustainable projects to earn their Silver or Gold Award. Eighteen CAGB participants completed their highest awards and were celebrated at the May 2025 Highest Awards Ceremony. More girls are continuing their projects and will earn their awards in MY26.
 - Based on the first year's success, the initiative has been expanded in MY26, with girls participating in Allentown and Reading (and Philadelphia) as well as a new troop-led pilot.
- The Fund Development team, in partnership with event committees and Board support, raised more than \$1.6 million in FY25. Overall, 2,089 donors contributed to the Council, 489 of whom were new givers. While the three Take the Lead events did not meet

fundraising goals in FY25, GSEP celebrated 12 remarkable women leaders in Philadelphia, Berks and the Lehigh Valley and offered leadership opportunities to the girls who participated as award presenters, emcees, co-chairs, networkers, and chorus members. The 4th annual Golf for Girl Scouts raised close to \$100,000 for the Mission. Plus, GSEP secured \$320,000 in government funding, which were earmarked for the Camp Mountain House renovations, the Camp Shelly Ridge access project, and the Valley Forge Service Center (to replace aging HVAC units).

- **Operational Excellence**

- New resources were created for volunteers, including a Troop Leader Resource Guide, a clear Kickoff checklist, and a Google drive resource depository for easy access to materials and information. New leader training was also revamped, which included live webinars and in-person training options. Forty new leaders participated in the New Leader Launchpad Pilot and received in-depth, in-person training, focused mentorship from staff, and streamlined administrative tasks.
- More than 1,000 girls from Philadelphia, Reading, and Allentown enjoyed GSEP's Camp for a Day program on our properties. Participating schools then started troops, after these engaging, positive experiences.
- Fall Leadership Weekend served 170 participants for a day of learning, networking, and fun. Childcare was offered and a new leader learning path was added.
- The Volunteer Awards Ceremony honored 108 Volunteers and 34 Service Units.
- GSEP celebrated 700 Bronze Award Girl Scouts and held award ceremonies for 117 Silver Award Girl Scouts and 43 Gold Award Girl Scouts.
- MY25 was the third and final year for Philly Camp. More than 150 girls participated, 2/3 of whom were new to Girl Scouting.
- Close to 3,300 girls participated in summer camp in MY25, one-third at GSEP's day camps and the rest enjoyed a week or more at resident camp.
- Adult Camping Weekend, held in August 2025, had a record 187 participants attending from our Council's footprint and well beyond. The event raised more than \$31,000 for older girl scholarships.
- In May 2025, GSEP hosted "GirlzDay: Our World, Our Way," a day-long celebration for more than 1,500 participants at the Pennsylvania Convention Center. The event featured a hands-on Hall of Experiences (including a walk-through exhibit showcasing girls' Highest Awards projects); inspiring breakout sessions and guest speakers, including GSUSA's CEO Bonnie Barczykowski; and a high energy finale Glow Party featuring a life performance by Madison Reyes, star of the Netflix show "Julie and the Phantoms" and a GSEP alum from the Lehigh Valley.

- **Functional Excellence**

- GSEP concluded FY25 with a modest operating surplus, despite a large budget gap following the Cookie Season.
- In FY25, the Human Resources team, in partnership with the HR Committee of the Board, completed a comprehensive compensation study, providing the framework cost-of-living updates and job reclassifications, which were implemented in FY26. They also updated the Employee Handbook, modernizing policies in hybrid work, employee volunteerism, technology reimbursement, and travel reimbursement.
- GSEP's Information Technology (IT) Strategy and Data teams, with guidance from the Board's IT Strategy Committee, transitioned to a new Managed Service Provider, automated the workflow for Troop Financial Reporting, installed Network Traffic Analyzers (NTAs), and completed a reorganization of SharePoint. Cybersecurity was enhanced with various updated mechanisms and procedures.

- The Property Team continued their excellent efforts at maintaining the Council's 1500 acres of property and facilities. In FY25, eighteen capital projects were completed, including twelve new tent platforms at Camp Mosey Wood and replacing gas ranges with electric ranges in the lodges at Shelly Ridge and Mosey Wood. In FY25, after many years of planning, GSEP received approval to move ahead with the renovation project at Camp Mountain House to create a new Girl Adventure Place

Board Development Committee Report

Board Development Committee Chair Joann Gonzalez-Generals presented the report of the Board Development Committee, which included listing the committee members and the processes behind their work.

She then presented the following 2026-2027 Slates to the Delegate Council:

- 8 Board Members-at-Large
 - Crystal Ashby (2nd term)
 - Christy Barnhart (2nd term)
 - Stacy Broad (2nd term)
 - Diana Cortes (2nd term)
 - Judy Freyer (3rd term)
 - Ellen Iobst (3rd term)
 - Lorina Marshall-Blake (2nd term)
 - Yamil Sanchez Rivera (1st term)
- 3 Girl Advisors to the Board
 - Margot F.
 - Sira P.
 - Claire T.
- 1 Board Development Committee member
 - Anne Baum
- 30 Girl Delegates:
 - Indira B., Sophia F., Gwendolyn H., Fiona H., Kaylee H., Riviera H., Emma Hu., Clare J., Shipra K., Eliana K-G., Kayla K-G., Brinkley K., Anja M., Lylah M., Emma N., Hansika P., Samantha P., Mackenzie R., Emma S., Jocelynn S., Diahna S., Harmony S., Aydin S., Emilie V., Alexa W., Hannah W., Elena Y., Ivana Y., Ella Y., Taegan Z.

The Votes

- **Board of Directors: Members-at-Large**
This election was uncontested and the slate, as presented, was approved.
- **Board of Directors: Girl Advisors to the Board**
This election was uncontested and the slate, as presented, was approved.
- **Board Development Committee Member**
This election was uncontested and the slate, as presented, was approved.
- **Girl Delegates**
This election was uncontested and the slate, as presented, was approved.

Top Cookie Sellers

Board members Kathy Killian and Bunmi Ojikutu recognized the top cookie sellers.

The top cookie sellers in each grade level are as follows:

- Daisies
 - Cecilia G., Troop 4863 in Gateway Service Unit – 2,791 boxes
 - Brooklyn W., Troop 2422 in Neshaminy Valley Service Unit – 1,568 boxes
 - Sophia Z., Troop 983 in Schuylkill Hills Service Unit – 1,546 boxes
- Brownies
 - Isabelle B., Troop 41353 in Turks Head Service Unit – 2,005 boxes
 - Madison P., Troop 63062 in Rivers Edge Service Unit – 2,004 boxes
 - Ja'Khari C., Troop 5462 in Inter Delco Service Unit – 1,720 boxes
- Juniors
 - Lily D.,*** Troop 2531 in Neshaminy Valley Service Unit – 5,004 boxes
 - Chloe W., Troop 9454 in Three Leaves Service Unit – 2,608 boxes
 - Jordan F., Troop 5408 in Radnor Service Unit – 2,607 boxes
- Cadettes
 - Scootaloo L., Troop 6169 in Allentown Service Unit – 3,851 boxes
 - Maci B., Troop 99 in Three Leaves Service Unit – 2,727 boxes
 - Nia B., Troop 91326 in Three Leaves Service Unit – 2,481 boxes
- Seniors
 - Diahna S.,* Troop 9696 in Three Leaves Service Unit – 6,088 boxes
 - Jocelyn B.,** Troop 51129 in Ridley Springfield Connection Service Unit – 3,014 boxes
 - Lylah M., Troop 9696 in Three Leaves Service Unit – 2,822 boxes
- Ambassadors
 - Abigail C., Troop 97234 in South Philadelphia Service Unit – 2,150 boxes
 - Adriana S., Troop 8373 in Bethlehem Friendship Service Unit – 1,798 boxes
 - Chloe T., Troop 5130 in Friendship Service Unit – 1,564 boxes
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*Region 1 Top Cookie Seller

** Region 2 Top Cookie Seller

*** Region 3 Top Cookie Seller

Scholarship Awardees

Board member and Scholarship Committee member Mary Beth Biddle and Adult Camping Weekend Co-Chair Deb Walters recognized the GSEP scholarship awardees.

There were 19 girls who were nominated for The Union League of Philadelphia Good Citizenship Award. The scholarship committee reviewed 40 applications from girls who applied for nine different scholarships. GSEP will be awarding scholarships to 17 girls totaling \$30,000.

The following scholarships/awards were presented:

The following awards/scholarships were presented:

- Union League – Good Citizenship Award
 - Bella B., Sydney B., Corinne C., Ameila D., Ashley E., Katie F., Fiona H., Isabella M., Margaret M., Anja M., Riya P., Madison P., Leah P., Ellia S., Carissa S., Simra S.,
 - Claire T., Sydney V., Alexa W.
- Dotti Martin Educational Scholarship/Destination Fund
 - Evangeline Juliet John Francis Kennedy

- Elizabeth G. Dorsett Memorial Scholarship
 - Evangeline Juliet John Francis Kennedy
- Janet and Solomon Eshner Scholarship
 - Skye Sargent-Thomas
 - Akshara Anirudh
- Kiwanis Scholarship
 - Gisele Albert
 - Abigail Greenberg
- Maurice Seltzer Science and Math Award
 - Allison Auld
- Monae Ragsdale-Mabrey Memorial Scholarship
 - Korpo Kpadehyea
- Muriel E. Lehman Award
 - Nikki Gao
- Renée Carol Harper Memorial Scholarship (*presented by Dawn Harper*)
 - Skye Sargent-Thomas
- Judy Borie Award
- 11 recipients of the Girl Scouts of Eastern Pennsylvania Graduating Senior Scholarship
 - Gisele Albert
 - Sarah Awadalla
 - Patricia Buckner
 - Brielle Burns
 - Madelynn Dilliard
 - Abigail Greenberg
 - Kinsley Jackson
 - Katelyn Orkin
 - Kate Orr
 - Miranda Read
 - Aarna Singh
 - Gillian Smith

Board Chair's Closing Remarks

Before the end of the meeting, Board Chair Nicole LeVine asked that all Bronze, Silver, and Gold Award Girl Scouts stand and be recognized.

Nicole LeVine gave a few reminders to the attendees, including the Spring membership renewal deadlines and incentives and other services the Council offers; e.g., our shops host Build-a-Bear and Hat Bar parties; our camps are available for rent by troops, families, or companies and other organizations; and GSEP offers printing services for individuals or organizations. She also asked families to consider sending their girls to camp this summer.

Adjournment of the Annual Business Meeting

Board Chair Nicole LeVine adjourned the meeting at 12:11p.m.

These minutes were recorded by Madelynn Dilliard, Gwen Harding, and Amber Thompson and approved by the Minutes Committee on June 12, 2026.