

**Board of Directors Meeting**  
Wednesday, January 31, 2024  
8:00-9:30 am via Zoom

**Mission Moment**

Board Chair Nicole LeVine turned the meeting over to Girl Advisor Layla J., who shared her recent experience on her Shadow Day with her Take the Lead Honoree, Tina Simmons of Comcast. Layla talked about how much she learned about the Human Relations function in a company, how impressed she was that Ms. Simmons seemed to know everyone at Comcast, and how she now understands that professionals can change careers.

**Management Report**

CEO Kim Fraites-Dow shared some data points from FY24's First Quarter Dashboard. First, GSEP is currently serving 19,783 girls, which is a 1% decrease from this same time last year. Summer camp registrations are at 60% capacity, with 2,751 girls registered. The largest age level group so far are Cadettes, which reflect the membership renewals, since these girls were members before the pandemic.

Kim and Meg Moloney, who has served as GSEP's interim Mission Delivery consultant for the past 18 months are now managing the Mission Deliver teams. A more equitable distribution in the number of service units each staff person supports has been implemented. Non-troop CE specialists will focus on school series and special programs. An increased focus on regionalized highest awards was discussed.

Chief Marketing Officer Stacey Moyers shared an overview of the initial cookie orders from troops, which are similar to last year, despite having fewer troops participating. As of January 30, GSEP is at 68.4% of the overall goal. The staff is working on ways to engage more troops to activate.

Kim closed out her remarks by thanking the Property and Finance Committees of the board, which both met this week to approve a funding plan that allows GSEP to receive a grant from the state for a new pool and well at Camp Wood Haven.

**Finance/Audit Committee Report**

CliftonLarsonAllen (CLA) offered a summary of the audit. CLA is issuing a clean, unmodified opinion, which is the best rating.

Finance/Audit Committee Chair Rick Perkins read the Finance/Audit Committee's official recommendation that the Board approve the audited Financial Statements for FY23 and FY22. The Board voted unanimously to approve the audited statements.

CFO Mike Vanic then reviewed the functional expense ratios for the past five years. He reported that GSEP is now almost back to pre-COVID ratios and practically matches the average of the Top Ten Councils. Mike explained the FY24 Q1 Statement of Operations. The Council is tracking close to budget. He also shared the Laughing Waters Conservation Easement Settlement Funding Schedule. The easement took six years to create and finalize.

### **Board Engagement**

Kim Fraites-Dow explained the positioning, purpose, and messaging of the Calling All Girl Bosses (CAGB) initiative.

Calling All Girl Bosses is a one-of-a-kind program that will be a judgement-free, supportive, joyful zone where girls can take action in an area of their choosing.

The CAGB Advisory Group, partner agency Tierney, and GSEP staff will continue to develop the curriculum, timeline, marketing and communications plan, and the fundraising plan. Kim will share updates at the next Board meeting.

### **Board Chair's Remarks**

Nicole LeVine first thanked Kathy Killian for arranging for the Phillies to host one of the Cookie Mega Drops on January 5. She also thanked Anne Baum for being a Cookie Spokesperson on WFMZ's morning news show on January 15 and Loraine Ballard Morrill for interviewing Kim on iHeart Radio about the Cookie Program on January 17.

Nicole also expressed gratitude to the Committee Chairs who presented the work of their respective committee during the Winter Delegate Council Meeting on January 22: Ellen Iobst, Judy Freyer, Rick Perkins, Shelley Smith, and Terri Boyer.

Nicole thanked the Board members who attended the Take the Lead Cookies & Cocktails event in Philadelphia on January 25: Stephanie Kosta and Joanne McFall. She also reminded the Board of important dates coming up, including the three Take the Lead events, the Spring Delegate Council Meeting, and the Women's Leadership Summit.

### **Adjournment**

The meeting was adjourned at 9:32 a.m.