

The Annual Meeting of Girl Scouts of Eastern Pennsylvania was held virtually on Saturday, May 1, 2021 via the online platform Zoom Webinar and using a voting mechanism via Zoom polls.

### **Call to Order**

The Meeting was called to order by Debbie Hassan at 10:04 a.m.

### **Opening Ceremony**

After a brief pause to fix technical issues for the interested members watching the livestream on Facebook, the Girl Advisors to the Board (Paris Graves, Mikayla Havers, and Rachael Thornton) facilitated the Opening Ceremony by stating the Pledge of Allegiance, Girl Scout Promise, and Girl Scout Law.

### **Mission Moment**

Debbie Hassan presented the Governance Award to two recipients: Susan Mucciarone and Mikayla Havers. Susan was recognized as the outgoing chair of the Board Development Committee and for her long service to Girl Scouts, both here in GSEP and at other Councils. Mikayla is the first girl member to receive this award and was celebrated for her service as a Girl Advisor to the Board, 2020 National Council Session Delegate, former Girl Delegate, volunteer trainer for Delegate training, and as one of two girl members in the country recently chosen to be part of the National Advisory Team for the 2023 National Council Session.

Debbie Hassan then introduced a video of a GSEP Gold Award Girl Scout, Cydney Brown. Cydney is also the Philadelphia Youth Poet Laureate for 2020. She explained her Gold Award project and recited one of her original poems.

### **Overview of Parliamentary Rules**

The presiding Parliamentarian, Mary Scout, provided an overview of the rules of parliamentary procedure.

Board Secretary Deb Walters delivered the report of Quorum, noting that Quorum was achieved by a count of 93 voting delegates. GSEP Bylaws require 40% or 69 delegates this year. In addition, 31 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 Service Unit (SU) Delegate and NCS Delegate Sandy Faust, SU Delegate Tracey Ford, Girl Advisor Paris Graves, and Girl Delegate Phebe Anne Wagner.

## **Appointment of Tellers**

Board Chair Debbie Hassan then appointed staff member Charlene Reidy, SU Delegate Linda Mills, and Girl Delegate Myah Young to serve as Tellers for the meeting.

## **Governance Report**

Board Chair Debbie Hassan presented the Governance Report, which included reports on:

- The 2020 National Council Session (NCS): Over 1000 Girl Scouts across the country and around the world participated. A new National Board Chair was elected. All six proposals passed. These included proposals on changes to membership dues (including the need for communications about such changes both before and after); when NCS Delegate terms should begin; offering a discounted lifetime membership for adults who volunteer for at least 10 years; and the establishment of a task force to establish the feasibility of a National Gold Award Scholarship Foundation
- A recap of the Fall 2020 and Spring 2021 Delegate Council meetings, which covered the 2020 NCS and offered a chance to discuss possible proposal topics for the 2023 NCS
- Special acknowledgements of the three outgoing Girl Advisors to the Board (Paris Graves, Mikayla Havers, and Rachael Thornton). Debbie also acknowledged outgoing board member Rita Lee for her years of service to GSEP and legacy council Freedom Valley.

## **Treasurer's Report**

Rick Perkins presented the Treasurer's Report. He gave an overview of the financial statements for the 2019-2020 Fiscal Year and the current year-to-date as of March 31, 2021.

Rick reported that despite the pandemic, we had a good year. We maintained financial stability despite the pandemic. Our CPA firm audit expressed a favorable opinion. He then shared a graph illustrating 5 years of revenue and expenses for GSEP, which reflected surpluses in each year, including a significant figure for FY20.

The next graphic showed the FY20 revenue, which was less than FY19's revenue due to no in-person programming in the spring and summer (including camp) and two cancelled Take the Lead events. However, a successful cookie sale (concluding right before the pandemic shutdown) exceeded the previous year's revenue. Rick then shared a chart outlining the FY20 expenses, and he explained that expenses in FY20 were also lower than in FY19. Over the past six years, our direct girl program expenses rose from 72% to 82%, ensuring the bulk of our finances goes directly to girls.

The FY20 Product Program revenue was outlined in the next graphic shown by the Treasurer, and he shared that 73% of the gross revenue from the Cookie Program directly benefits troops, service units, and all the Girl Scouts in our Council.

Rick then shared a bar graph comparing the first half of the current fiscal year to the past five years. He said that the staff had created a "pessimistic" budget, reflecting entirely virtual operations, significantly reduced cookie sales, and reduced expenses, with a projected potential deficit of \$1,202,435 for FY2021. No critical problems are predicted due to conservative spending and surpluses over the past five years. The second half of FY21 is projected to be strong as we are returning to in-person camp and programs and will maintain prudent expense management.

Board Secretary Deb Walters made a point of order: She reported there are now 109 voting delegates present, updating the quorum report.

## **Management Report**

CEO Kim E. Fraites-Dow presented the Management Report, reporting on the operations of the Council.

Highlights of her presentation included an acknowledgement of the challenges of the past year due to the pandemic and thanked everyone for their persistence in continuing to serve our girls.

Kim shared that Membership Year 2020 was a tale of two years: the first half saw record-breaking registrations for membership and programs (including summer camp) and a phenomenal Cookie Program.

She then reported that in MY20, the Council embarked on developing a new strategic plan in concert with the National Movement Strategy. MY20-22 strategies include recruiting Daisy and Brownie Troop Leaders, targeted outreach to the Latinx communities and Older Girl retention. GSEP's new Transformation Strategy includes three core business goals: 1) Movement: To ensure every girl in our 9-county footprint is aware of and has access to the full GSLE; 2) Membership: To achieve sustainable membership growth through troop formation, reaching 90% by December 31; and 3) Money: To continuously reinvest in the girl and volunteer experience by generating a surplus through increased revenue and optimized resource utilization.

Kim emphasized that the focus on Girls' Leadership and volunteer experiences is being built on exploring market share, member & community excellence, operational excellence, and functional excellence while maintaining communication across the council. For example, with a special focus on Daisy and Brownie Recruitment, GSEP utilized data and information to hyper focus on the close to 1,250 public schools in our 9-county footprint. Even though MY20 started with membership growth accelerating, the pandemic shutdown in mid-year resulted in an ultimate girl membership decline of 12.79% and a volunteer decline of 3.88%. But Early Bird renewals for MY21 were flat compared to the previous year, and there were also more financial aid requests, which the Council attributes to the financial hardships realized due to the public health crisis. This current year, we are working hard on Extended Year membership drives, publicizing the Michelle Obama event, and promoting in-person summer programs at partner sites.

Also in MY20, Take the Lead-Philadelphia occurred in 2020 just prior to the shutdown, but the Berks and Lehigh Valley events were cancelled. Racial justice initiatives were addressed, including the girl program Use Your Voice Town Hall, which focused on racial justice initiatives in our area.

To illustrate Operational Excellence, Kim shared that the 3<sup>rd</sup> annual Women's Leadership Conference held in January 2020 was a great success. The conference included an older-girl track for the first time. In MY20, 803 girls earned their Bronze Awards, 221 earned their Silver Awards, and 63 earned their Gold Awards. Kim thanked both the Silver and Gold committees for all their hard work. Within two weeks of the shutdown, GSEP launched Girl Scouts @ Home and served over 10,000 girls in six weeks of programming. Over 300 volunteers also participated in virtual trainings and meet-ups. In summer of 2020, Camp @ Home served over 1500 girls and included leadership programs like including Program Aide and Counselor-in-Training. Virtual camp will be continued this year along with in-person camp at our three day camps and four resident camps.

Kim reiterated that we were lucky in MY20, having completed our cookie program a short time prior to the shutdown. Individuals and corporations still donated despite the cancelling of two Take the Lead events. And the sale of the Lehigh Valley Service Center was completed two weeks into the pandemic.

Kim then shared some property updates, including recent developments in the past few weeks. Work on building a new Girl Activity Center at Camp Mountain House continues. Plus, GSEP successfully purchased the neighboring property, previously owned by Roger Persing. This property includes a house and 40 acres. GSEP will be selling 38 acres to the Wildlands Conservancy this summer. This project has been many years in the making. An on-going conservation initiative at Camp Laughing Waters with our partner Natural Lands continues to be a work in progress. This project will benefit the region in many ways, including preserving natural habitats, assisting with enormous flooding concerns for the region, and will provide important funds for GSEP's Land Building and Equipment fund. At Camp Shelly Ridge, Smith Lodge will be getting a commercial kitchen as well as restoration of the Trombe wall, a passive solar system to heat and cool the space. Plus, eight platform tents will be built. And, improved accessibility projects are being developed for both the front of the camp as well as the back of the camp

### **Board Development Committee Report**

Board Development Committee (BDC) Chair Susan Mucciarone presented the report of the Board Development Committee, which included introducing the nine current members of the BDC. Susan also explained the process of developing each slate and shared demographic statistics of the Girl Delegate applicants and nominees.

The 2021-2022 Slates were presented to the Delegate Council, including:

- 6 Officers of the Board (Debbie Hassan, Chair; Susan Mucciarone, First Vice Chair; Ann Donley, Vice Chair; Loraine Ballard Morrill, Vice Chair; Rick Perkins, Treasurer; Deb Walters, Secretary)
- 13 Board Members-at-Large (Anne Baum, Marlene Beers, Harris Bock, Terri Boyer, Fusun Bubernack, Joann Gonzalez-Generals, Allison Green Johnson, Stephanie L Kosta, Maria Kraus, Sophia Lee, Nicole LeVine, Kathryn Nordick, Emily Turner)
- 3 Girl Advisors (Lizzy Qian, Christian Roach, Devyn Stek)
- 7 Board Development Committee Members (Board members: Chair Debbie O'Brien, Anne Baum, Allison Green Johnson, Deb Walters and three non-Board members: Mary Beth Biddle, Michele Box, Kathy Killian)
- 30 Girl Delegates (Lizzy Allen, Olivia Bell, Cydney Brown, Marissa Burns, Anika Chaudhary, Jessica Daley, Tatiana Davis, Katelyn Fernandez, Jenna Frey, Emily Gombert, Katie Harrington, Elliot House-Kelly, Micaela Jebitsch, Sindhuja Kanamarlapudi, Lillian Kunz, Gabriella Logomarsino, Annie Lordi, Kiley McEntee, Molly Neidig, Miriam Pennock, Catherine Sarte, Suzanne Schleg, Madeline Slavin, Emma Smirk, Melanie Theron, Stella Tucker, Tatyana Ulman, Kaitlyn Wahl, Reagan Ward, Ashley Westgate)

### **The Votes**

- **Board Officers**  
This election was uncontested and the slate, as presented, approved.
- **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 Members**  
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

Joann Gonzalez-Generals, Board member and co-chair of the Membership Strategy Committee, read the names of the top cookie sellers.

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

Daisy:

- Monee McLean, Troop 9609 in Buttons and Bows Service Unit - 4,034 boxes
- Maci Brown, Troop 9161 in Three Leaves Service Unit - 2,128 boxes
- Rabiya Jennings, Troop 71159 in Mill Creek Service Unit - 2,007 boxes

Brownie:

- Gia Panza, Troop 9589 in the South Philadelphia Service Unit - a record-setting 9,032 boxes
- Emily Cogle, Troop 2034 in Oxford Valley Service Unit - 3,595 boxes
- Scootaloo Laudenslager, Troop 6169 in Allentown Service Unit - 2,780 boxes

Junior:

- Kennedy Fiorelli, Troop 21793 in Tohikanee Service Unit - 4,328 boxes
- Diahna Stubbs, Troop 9454 in Three Leaves Service Unit - 3,659 boxes
- Natalie Jacoby, Troop 77801 in Mill Creek Service Unit - 3,001 boxes

Cadette:

- Jordan Hartley, Troop 5407 in Ridley-Springfield Connection Service Unit - 2,500 boxes!
- Maya Kearns, Troop 21041 in Neshaminy Service Unit - 2,287 boxes
- Carolina Garazzo, Troop 42123 in Pickering Valley Service Unit - 2,034 boxes

Senior:

- Kyleigh Black, Troop 2974, also in Oakville Service Unit - 3,052 boxes
- Susan Mckeever, Troop 2717 in Oakville Service Unit - 2,000 boxes
- Natalie Di Crosta, Troop 21603 in Oxford Valley Service Unit - 2,000 boxes

Ambassador:

- Samantha Robovitsky, Troop 97234 in South Philadelphia Service Unit - 4,642 boxes
- Phebe Anne Wagner, Troop 874 in Slate Belt Service Unit - 2,012 boxes
- Mason Hall, Troop 5103 in Ridley Springfield Connection Service Unit - 2,004 boxes

And, the top five Cookie Sellers this membership year were:

- Brownie Gia Panza, our Cookie CEO
- Ambassador Samantha Robovitsky

- Junior Kennedy Fiorelli
- Brownie Monee McLean
- Junior Diahna Stubbs

### **Scholarship Awardees**

Board members Ann Donley and Deb Walters recognized the GSEP scholarship awardees. There were 18 girls who were nominated for The Union League of Philadelphia Good Citizenship Award: Cydney Brown, Olivia Davis-Egan, Nicole DeWald, Mariel DiNatale, Leah DePietro, Felicia Duffy, Lydia Ermer, Emily Foxhill, Elayna Frost, Mia Hoppel, Isabella Houston, Brianna Le, Mairead Plunkett, Christian Roach, Nicole Rozanski, Elizabeth Schabert, Melanie Theron, Gavriella Weinstein

The Scholarship Committee reviewed 70 applications from girls who applied for 12 different scholarships. GSEP will be awarding 25 scholarships to 18 girls totaling \$18,150.

The following scholarships/awards were presented:

- Reneé Carol Harper Memorial Scholarship – Rachael Thornton
- Dotti Martin Educational Scholarship/Destination Fund - Valentina Sousa
- Elizabeth G. Dorsett Memorial Scholarship – Mikayla Havers
- Friends of Camp Sunset Hill Scholarship – Kathryn Wright
- Janet and Solomon Eshner College Scholarship - Sereina Williams
- Judy Borie Award - Sarah Mash
- Margaret Glen Estey Award – Cydney Brown, Samantha Finch, Mikayla Havers, Elizabeth John
- Maurice Seltzer Science and Math Award – Erin Horack
- Monae Ragsdale-Mabrey Scholarship - Rachael Thornton
- Muriel E. Lehman Award – Erin Horack
- Girl Scouts of Eastern Pennsylvania Graduating Senior Scholarship – Abigail Allen, Sanchita Bhusari, Megan Hughes, Elizabeth John, Erin Horack, Ayanna Kakar, Sarah Mash, Madison McKeon, Emmerson Piacine, Trinity Prior, Morgan Sauers, Valentina Sousa, Rachael Thornton, Paige Weitzel, Sereina Williams

Deb then thanked the Scholarship Committee for all their time and effort.

### **Closing Remarks:**

Board Chair Debbie Hassan offered closing remarks: a reminder to attendees to renew their Girl Scout membership for MY22 and a plug for anyone interested in working at camp this summer. She also thanked all the participants for coming.

### **Adjournment of the Annual Business Meeting**

Board Chair Debbie Hassan adjourned the meeting at at 12:05 p.m. She then invited attendees to stay online and watch a video of the 2021 Take the Lead chorus singing “Make New Friends.”

*These minutes were recorded by Minutes Committee members Sandy Faust, Tracey Ford, Paris Graves, and Phebe Anne Wagner and approved by the Minutes Committee on May 20, 2021.*