

Board of Directors Meeting

Wednesday, September 30, 2020 (4:30 – 6:30 p.m.)

Virtual Meeting

Board Chair Opening Remarks

Board Chair Debbie Hassan called the meeting to order at 4:34 p.m. *To kick off the new Membership Year, the Board was invited to create a Girl Scout SWAP. Using the materials mailed to them, the members fashioned a pin with pearls to recognize the financial investment made by our Founder when she sold her pearls to underwrite the fledgling GSUSA; they were asked to give their SWAP to the next Girl Scout they met to celebrate the sisterhood of our Movement. This was followed by the Mission Moment when two Gold Award Girl Scouts, Kiki L. and Katie M., shared their projects. They worked with North Whitehall Township in Lehigh County for three years to enhance a public park with a dedicated dog park and handicapped accessible playground equipment.*

Management Report

First, CEO, Kim Fraites-Dow shared the membership trends over the past several years. MY20 was tracking ahead of last year, until COVID shut the country down. Moving into MY21, the staff have set monthly 10% increases toward our end of calendar year goal of registering 90% of our girls in troops by December 31st (focusing on a 75% renewal rate from MY20 girls). The Council is continuing and expanding its Girl Scouts at Home programming. The staff is also paying particular attention to virtual learning for troop leaders and Service Unit Managers to strengthen the infrastructure. GSEP has lifted some in-person restrictions and we're helping volunteers find alternate meeting locations and encouraging outdoor meetings in local parks and on local trails.

Kim then shared the ongoing work in Diversity, Equity, and Inclusion. The staff committee has done a deep dive into our financial aid processes and they are offering DEI trainings for both staff and volunteers. Plus, there is a joint Board-staff committee working on a Racial Justice Town Hall for girls Grades 4-12 on November 7th; the event will feature local high school girls who have taken positive actions in this area, and will be facilitated by Board Member, Loraine Ballard Morrill. Finally, Board Chair Debbie Hassan, Kim, and a Gold Award Girl Scout have been meeting with our local Congresspeople and US Senators to say thank you for their support of the PPP loan program, ask for their continued support, and share further info on Girl Scouting.

Finance Committee Report

CFO, Mike Vanic walked the Board through the unusual FY21 budget, in which the staff created two scenarios: the “most likely” and the “pessimistic.” Both scenarios include the expectation that the Cookie Program will be down from the previous year; the first half of the year will be virtual; and the forgivable PPP loan that was secured in the spring. The likely scenario assumes that we will return to in-person operations in the second half of the year, including summer camp, and keeping a smaller FTE staff count. The pessimistic scenario includes a further reduced Cookie Program, a full year of virtual programming and virtual camp, and a reduction in staffing. Finally, Mike presented the FY21 Capital Budget, which is similar to prior years with an emphasis on safety, repair, replace, and pandemic-related expenses. After discussion, the FY21 Budget was unanimously approved by the Board.

Property Committee Report

Co-chair Nicole LeVine reported that the capital project at Camp Mountain House is in the land development stage. At Camp Shelly Ridge, the design for the kitchen is complete and the committee is finalizing cost estimates. The high ropes course is in the planning stage. At Camp Laughing Waters, the Council continues to work with Natural Lands Trust, Municipal, County and State government to secure funding for conservation easements at Camp Laughing Waters. Nicole reported that PennDOT wants to purchase small easements at Camp Laughing Waters to have access to construct and maintain the bridge. The Board approved the sale of those easements.

Board Engagement

Nancy Bachrach, Head of Membership; Vicki Lupica, Head of Marketing; and Trina Gable, Director of Volunteer Experience, shared the Council’s work in girl and adult recruitment for MY21 so far. The Board then broke into small breakout discussion groups to talk about 1) what is working; 2) what is not working; and 3) how can they help to ensure that every girl in our 9-county footprint has access to the GSLE.

Board Chair’s Closing Remarks

Debbie Hassan thanked Ann Donley and Deb Walters for the leadership of the Adult Camping Weekend, which raised more than \$15,000 this year. Debbie also thanked Loraine Ballard Morrill, Terri Boyer, Joann Gonzalez-Generals, and all three Girl Advisors (Paris, Mikayla, and Rachael) for their work on the Racial Justice Town Hall planning committee. She also congratulated Loraine on her recent wedding and Mikayla on earning her Gold Award.

Adjournment

Debbie Hassan adjourned the meeting at 6:45 p.m.