

## Board of Directors Meeting

Wednesday, January 19, 2022

5:00-7:30 p.m. via Zoom

### **Meeting Opening & Mission Moment**

Board Chair Debbie Hassan called the meeting to order at 5:04 p.m. The Mission Moment featured Kennedy F., the top cookie seller at the Girl Scout Junior level in MY21. Kennedy shared her story of success and her plans for this year's Cookie Season.

### **Management Report**

CEO Kim Fraites-Dow shared that GSEP is in the first year of the Transformation Strategy, built on the three core business goals (Movement, Membership, Money), GSEP's seven guiding principles (Leadership, Community, Service, Inclusion, Respect, Integrity, and Innovation), and GSEP's culture of Service, Learning, and Growth. Kim explained that the Transformation Strategy is fundamentally based on a commitment to Belonging through Diversity, Equity, and Inclusion. GSEP's four pillars of excellence are Strategy and New Markets, Member and Community Excellence, Operation Excellence, and Function Excellence, all of which have good communications running throughout. The Council is also partnering with The Pew Charitable Trusts via an evaluation and capacity-building grant to optimize processes and evolve the work.

Jennifer Allebach, Chief Mission Delivery Officer, reported on current membership numbers. GSEP is the 8<sup>th</sup> largest council in the country, based on girl membership. Membership figures as of January 17<sup>th</sup> show that the council is at 75% of the troop formation goal for MY22. Jennifer also shared that in one month, 2,069 girls have already registered for summer camp, which is 42% of the goal. Staff hiring for camp has also begun.

Allie McGinley-Sepulveda, Head of Business Development & IT, told the Board that based on initial orders, our troops are ready to come back to cookies. The initial order placed last month was 120,069 cases, or 40% of the overall goal, which was more than double the number from the previous year.

Cecily Macy, Head of Fund Development, shared her excitement for this year's Take the Lead events in Philadelphia, Berks County, and the Lehigh Valley by announcing that all three would be in-person. Cecily also reported on the status of the Girl Adventure Place campaign, which has currently raised \$308,000 out of a goal of \$750,000.

## **Board Committee Reports**

### **IT Strategy Committee:**

On behalf of Committee Chair Fusun Bubernack, Allie McGinley-Sepulveda told the Board about the initial meetings of this new committee. The priorities include examining data and security protocols, deepening the understanding of the Council's contract with its IT service provider, and creating a digital vault to store information and update on regular intervals.

### **Property Committee:**

Chair Nicole LeVine reported that the state's Department of Conservation and Natural Resources just announced they are awarding a \$500,000 grant to the conservation easement at Camp Laughing Waters (a project that has been five years in the making). Nicole also shared that the renovations of the commercial kitchen and trombe wall at Camp Shelly Ridge are expected to be completed in April.

### **Finance Committee:**

Vicki Raivitch, Audit Principal from CliftonLarsonAllen, shared the highlights of the audit report. GSEP received an unmodified/clean opinion, which is the highest level. All significant transactions were recognized and there were no disagreements or audit difficulties with management. The Board voted and the audit was unanimously approved.

CFO Mike Vanic then shared the Year-to-Date November Operations report, which indicates that revenue is tracking closely to budget and expenses are favorable.

## **Board Engagement**

Stacey Moyers, Head of Marketing & Strategy, reminded the Board that Cookie Season starts tomorrow (January 20), with the new cookie –Adventurefuls – being a primary marketing focus. Stacey then reviewed social media best practices and the content of the social media toolkit, which will be sent to all Board members to help promote the Cookie Program. She also mentioned certain “hot” topics that are brought up during cookie season and how to productively address them in a positive manner. The Board then launched into a robust brainstorming discussion of how they can support the 2022 Cookie Season.

## **Acknowledgements**

Board Chair Debbie Hassan first acknowledged and thanked the Board members who supported and facilitated the Council's last Town Hall for Girls in November: Loraine Ballard Morrill, Terri Boyer, Joann Gonzalez-Generals, and Joanne McFall. Debbie then congratulated Anne Baum on her new job as the first President of Lehigh Valley Reilly Children's Hospital.

The meeting was adjourned at 6:44 p.m.