

Board of Directors Meeting

Thursday, November 18, 2021 (5:00 – 7:30 p.m.)

Daisy's Place @ Camp Shelly Ridge

Meeting Opening & Mission Moment

Prior to the official opening of the meeting, the Board took a tour of the new platform tents and the work on the kitchen upgrade in the camp.

Board Chair Debbie Hassan called the meeting to order at 5:34 p.m. The Mission Moment featured two Girl Advisors, Christian and Devyn, who shared their recent experience meeting state legislators in Harrisburg. The girls represented GSEP during the “Troop PA” event, hosted by the three Girl Scout Councils in the Commonwealth.

Management Report

CEO Kim E. Fraites-Dow updated the Board on the current Membership numbers: the annual membership goal for girls is 30,530 with 5,100 girls being served through school and summer series programs. We currently have 17,127 girls registered. The annual membership goal for adults is 13,262 and we currently have 10,061 adults registered. She also reported that the Council reorganized its service unit communities into 11 territories and hired nine new Community Engagement Specialists to join the two seasoned members. All CESs live in the areas they manage.

Kim also reported on a successful Fall Product Program. While we had less girls available to participate, a higher percentage of girls chose to participate year over year. In its second year, the Fall Product Program resulted in a \$70,000 increase in gross sales compared to last year.

GSEP'S 2021 Tough Cookie Adventure Race was held the previous weekend at Camp Laughing Waters. More than 200 people in 68 teams used maps to find various check points hidden around camp and participated in such challenges as knot tying, water carries, and climbing the rock wall.

Kim shared news from the Board Chair/CEO National Conference that she and Debbie Hassan attended in Tucson earlier in November. During the conference, the CEOs and Board Chairs discussed the next Movement Strategy. They also started a conversation around DEI-RJ and LGBTQ+ and focused on the concept of “Belonging” which they feel is a wonderful way to frame our work on recruitment and programming.

Board Committee Reports

Finance Committee:

CFO Mike Vanic presented the Fiscal Year 2021 Operating Results Summary (pre-audit). First, Mike reminded the Board that the Council was working with two budget scenarios for the past fiscal year. The Council tracked its work against both scenarios all year. Overall, the Council ended FY21 in the middle of the two budget scenarios. Mike then offered an update on the 20 budgeted FY21 Capital Projects: 17 have been completed and three are still in progress.

Finally, Mike shared that the FY21 audit is currently underway, with the final report being presented to the Finance Committee in January.

Property Committee:

Chair Nicole LeVine reported the estimated completion time on the kitchen improvements and the trombe wall in Smith Lodge at Camp Shelly Ridge has been pushed back slightly, from February to April 2022, due to supply chain logistics issues. These projects are still anticipated being completed before summer camp starts.

Nicole then the Property Committee recommendation to move forward with the renovation to the Persing house. This is dependent on gaining approval from the Township. After much discussion on the pros and cons of building a new building vs. renovating an existing home, the Board unanimously approved the Property Committee's recommendation.

Acknowledgements

CEO Kim Fraites-Dow first thanked the Board members who already pledged their support for the Capital Campaign. She also expressed appreciation for Susan Mucciarone's annual gift and her agreement to lend her name to solicit matching gifts from other donors.

Board Chair Debbie Hassan thanked the Board for participating in the annual Feedback/Retention conversations with the Board Development Committee. She also thanked Deb Walters for volunteering in the kitchen during Fall Leadership Weekend. Debbie finally acknowledged Deb Walters again and Girl Advisor Devyn S. for helping celebrate the honorees at the Volunteer Awards Ceremony.

The meeting was adjourned at 7:15 p.m.