

Board of Directors Meeting

Tuesday, August 24, 2021 (10 a.m. - 1 p.m.)
Camp Mountain House

Board Chair Opening Remarks & Mission Moment

Board Chair Debbie Hassan called the meeting to order at 10:17 a.m. She first thanked everyone for coming to Camp Mountain House, located in the Lehigh Valley. The Mission Moment was facilitated by Board Development Chair Debbie O'Brien and the two Girl Advisors present, Lizzy and Christian. The three of them conducted an Investiture and Rededication ceremony and presented a Girl Scout pin, WAGGGS pin, and Board member pin to our newest board member, Allison Green Johnson.

Debbie Hassan then congratulated Board members Nicole LeVine and Emily Turner, both of whom were married since the last Board meeting. Debbie also thanked Ann Donley and Deb Walters for hosting a very successful Adult Camping Weekend.

Management Report

Each member of the Senior Management Team (SMT) introduced themselves, in terms of their personal and professional histories, their roles at GSEP, and their goals for the upcoming Membership Year.

After sharing her professional history with the Board, Kim reminded everyone of the National Movement's Strategy, which includes focusing on these priority customers: Daisy and Brownie Leaders, Latinx Communities and Latinas, and Older Girls. She also explained GSEP's Transformation Strategy that is driving the Council's work, with a focus on four pillars of excellence: Strategy and New Markets, Member and Community Excellence, Operational Excellence, and Functional Excellence, with good communications supporting all these areas. Her goals for MY22 are to focus on the Transformation Strategy, rebuilding Membership in the wake of the pandemic, and emphasizing the importance of volunteers. Kim also announced that a new Head of Marketing and Strategy, Stacey Moyers, would be starting at GSEP on September 7, 2021.

Following this, the Chief Mission Delivery Officer, Chief Financial Officer, and the Heads of Business Development, Fund Development, and HR also shared their teams' roles and goals for MY22.

Board Engagement

Representatives from MKSD, the architectural firm working on the Mountain House building plans, presented the plans for a new program center for girls at the camp. Standing in the site where the new building is imagined, Board Members were able to ask questions and get a feel for the positioning of the building. MKSD then took the Board on a walking tour of the camp, including showing them the house that the Council purchase this past spring. At the house MKSD presented a proposed floor plan for how the house could be reimagined into a program center for girls.

The Board then had a working lunch, during which they discussed the two possible building plans with their tablemates. No final decisions were made.

The meeting was adjourned at 1 p.m.