

Board of Directors Meeting

Tuesday, January 26, 2021 (5:00 – 7:30 p.m.)

Virtual Meeting

Board Chair Opening Remarks

First Vice Chair Maria Kraus called the meeting to order at 5:02 p.m. She then introduced Gold Award Girl Scout Eva L., who shared her Gold Award project. Eva explained how she created patient care kits and special items for a pediatric wing at a hospital in rural China.

Management Report

First, CEO Kim Fraites-Dow welcomed the two newest members of the Senior Management Team: Jennifer Allebach, Chief Mission Delivery Officer, and Cecily Macy, Head of Fund Development. Kim then shared the current membership statistics: we are currently at 64% of our year-to-date goal for girl membership.

Kim reviewed the Council's finances as of December 31, 2020. After the first quarter, the Council realized significant savings due to lower expenses; however, revenue is also down overall. Because membership numbers are lower than expected, a revised cookie budget was created in December. As a result, three additional budget scenarios were presented.

The cookie program generated a tremendous amount of positive media coverage across our 9-county footprint. In its first few days. A few of the major differences in this year's sale include all contactless sales (via the internet and curbside delivery by girls or shipped directly from the baker) and the Council is underwriting all the credit card fees and half of the shipping costs. Kim also shared a few comparison charts explaining how this year's sale (so far) compares to the last few years.

Kim then reported on some news from the national Board Chair/CEO conference, held virtually on December 2nd. GSUSA recounted that nationally, membership is down 35%. Plus, our Board Chair, Debbie Hassan, was chosen to be on the national CEO Search Committee.

Our new CMDO, Jennifer Allebach, shared GSEP's Membership Growth Strategy, which will focus primarily on outreach to all the schools in our footprint. Jennifer also mentioned that the Girl Experience team has scheduled 117 programs this winter/spring, including 36 staff in-person programs (depending on public health guidelines), 36 virtual programs, and 46 partner programs. Currently, 431 girls have registered for day camp, and 994 girls have registered for resident camp (very close to last year at this time). The final decision to hold camp in-person (which is the current plan) will be made by May 15th.

Board Development Committee Report

BDC Chair Susan Mucciarone thanked the entire Board for taking the time to talk with the BDC members as part of the annual Feedback/Retention conversations.

Finance Committee Report

CFO Mike Vanic reported that the FY20 Audit was the Council's first ever virtual audit. Our auditor, Vicki Raivitch from CLA, said that GSEP received the highest level of assurance; no adjustments needed to be made.

Mike also shared that the Executive Committee had a meeting on January 20th and they approved allowing GSEP to apply for a second PPP loan from the federal government. He confirmed that this potential 2nd loan is not included in any of the revised budget scenarios presented earlier.

Property Committee Report

Property Committee Co-Chair Nicole LeVine reported that the group reviewed the current status of funding for a conservation easement at Camp Laughing Waters. Our partner in this project, Natural Lands Trust, has not yet secured all the funding necessary but are confident they will be able to. However, the Property Committee reinforced GSEP reserving the right to cancel the project if the funding falls through.

Nicole also shared the plans for working with the Wildlands Conservancy and a neighbor of Camp Mountain House to purchase land (and a house with accompanying easement) adjacent to the camp. The Board voted to approve the staff's continued pursuit of this three-way agreement, in order to guarantee the safety of the girls.

Board Engagement

Lisa Rediker of Tierney (our media and communications partner) presented a social media training to the Board. This was followed by two virtual breakout sessions for the Board to discuss and practice their social media promotion of the cookie program.

Board Chair's Closing Remarks

Maria Kraus congratulated Board members Rita Lee and Ann Donley for receiving their 60-year membership pins and Deb Walters for being recognized with the GSEP Award at the Volunteer Awards ceremony in December. Maria also thanked: Ann Donley and her husband for being Santa and Mrs. Claus at the Council's Winter Lights Spectacular event; Loraine Ballard Morrill for hosting Kim and girls on her podcast; Stephanie Kosta and Comcast for the company's generous EITC donation; and Jen Fox, Anne Baum, Alison Snyder, Susan Mucciarone, Joanne McFall, and Terri Boyer for their companies' sponsorship of this year's Take the Lead events.

Executive Session & Adjournment

After the Girl Advisors and staff left the meeting at 7:12 pm, the Board went into Executive Session. First Vice Chair Maria Kraus then adjourned the meeting.