

Board of Directors Meeting

Tuesday, September 28, 2021 (4:30 – 6:30 p.m.)

Via Zoom

Board Chair Opening Remarks & Mission Moment

Board Chair Debbie Hassan called the meeting to order at 4:32 p.m. The Mission Moment featured GSEP's Fashion Patrol, presented by Girl Scout Senior Evie P. Evie explained that the Fashion Patrol is a multi-age group, who host monthly themed workshops for other girls to teach them how to sew various items, including homemade pieces for service projects (e.g., baby items to donate).

Management Report

CEO Kim E. Fraites-Dow introduced Stacey Moyers, GSEP's new Head of Marketing & Strategy. Kim then shared the Membership numbers for both MY21 and MY22. Even with a decrease in girl members in MY21, GSEP is still the 9th largest Girl Scout Council in the country, out of 111. Close to 15,000 girls have already registered for MY22 and there are a number of recruitment initiatives underway, including the recent "Meet Us at Rita's" event, which resulted in more than 300 girls registering in one night. Kim also reminded the Board that the Fall Product Program launches on October 14th.

Kim then shared the recent news about GSUSA's lawsuit against the Boy Scouts of America for trademark infringement. The judge released a preliminary statement that he planned to rule in favor of the Boy Scouts. Kim emphasized that, although this was disappointing, it offers an opportunity to educate the public and share our story. Specifically, we are two separate organizations; GSUSA is the largest girl-serving organization in the world; and Girl Scouts change the world. Girl Scouts is financially strong and not dealing with any of the legal or financial difficulties like the other scouting organization. The Board discussed what they can do to help, moving forward. The Girl Advisors also shared why they have each stayed in Girl Scouts: the purpose of Girl Scouts is girl empowerment; Girl Scouts is a safe space where girls can be themselves; and Girl Scouting offers high adventure elements and outdoor adventures.

Board Committee Reports

First, Board Chair Debbie Hassan announced that a new Committee would be forming: the IT Strategy Committee. Also, a new subcommittee, focused on DEI, is being established.

Finance Committee Chair, Marlene Beers and CFO, Mike Vanic presented the FY22 Operating and Capital Budgets for the Board to review and approve. The key driver for this membership year (which remains uncertain due to the ongoing pandemic) is girl membership, which impacts the revenue from the Cookie Program, Retail, Girl

Programming and Camp. Revenue is being budgeted for an increase (due to a planned higher number of girls registering and participating) but expenses are also expected to increase due to more utilization of the camps and service centers, more seasonal staff and full-time staff, and higher costs for the cookie program. The FY22 Capital Budget is also slightly increased over FY21, to address camp, IT, and service center needs and projects. After questions and discussion, the Board voted unanimously to approve both the FY22 Operating and Capital Budgets.

Board Engagement

The Board discussed the current capital investment projects at Camp Shelly Ridge and Camp Mountain House.

Board Chair's Closing Remarks

Debbie Hassan congratulated Loraine Ballard Morrill on being named one of the Philadelphia Tribune's Most Influential African American Leaders of 2021. She also reminded the entire Board that the Fall Delegate Council Meeting starts at 7 p.m. and they were all invited to join.

The meeting was adjourned at 6:25 p.m.