

Board of Directors Meeting

Monday, March 21, 2022

4:30-6:30 p.m. via Zoom

Meeting Opening & Mission Moment

Board Chair Debbie Hassan called the meeting to order at 4:33 p.m. The Mission Moment featured a Counselor-in-Training, Grace B., who shared her experiences at camp during the past few years.

Management Report

Allie McGinley-Sepulveda, Head of Business Development & IT, said the Cookie Program revenue so far is 11% over the budgeted goal; this figure does not include virtual purchases or donations. Kim also shared that GSEP entered into an agreement with Gopuff, a delivery service headquartered in Philadelphia, to purchase excess inventory.

Jennifer Allebach, CMDO, reported that as of today, GSEP currently serves more than 20,000 girls and has almost 12,000 adult members. The Community Engagement team had a successful Daisy Launch recruitment program that resulted in 259 new Daisy Girl Scouts. GSEP is also partnering with the Philadelphia Parks & Rec department this spring to hold financial literacy programs for 200+ girls. The Spring Renewal initiative starts on April 1st and incentives are being offered to girls, troops and service units for those who renew by June 30th. Jennifer also reported camp registrations have already surpassed the total number of girls who attended camp last year. Staffing continues to be a challenge, so the Council is deploying several new methods of recruitment, including not tying a staff position to a specific camp, so people have more flexibility in their summer jobs.

Cecily Macy, Head of Fund Development, announced that Take the Lead-Philadelphia surpassed the goal of \$250,000. Attendees on March 10th also donated \$20,000 in camperships.

CEO, Kim Fraites-Dow explained the relationship between local Councils and Girl Scouts of the USA (GSUSA). Council CEOs have a challenging relationship with the National Board of Directors, since they work most closely with national staff who curate the concerns and communications from councils before sharing with the National Board. But National Board members have made more of an outreach effort to Councils recently; for example, two NBOD members attended Take the Lead-Philadelphia. There have also been a number of issues with the technology chosen by GSUSA, which impacts the members and their experiences on a local level. Fortunately, both Kim and Debbie Hassan each have a cohort of peers to serve as thought partners. In addition, Kim served on the National Membership Strategy Committee and is a member of the National Marketing Advisory Committee, so she has a number of connections with both national and local Council staff. Kim reported that we have a new National CEO, Sofia Chang, who is a native Philadelphian. She also shared the Council Leadership Summit (for Council CEOs and other C-suite leaders) is being held in Philadelphia in late April.

Board Committee Reports

Board Development Committee:

Debbie O'Brien, Chair of the BDC, gave a report on the preparation of the slates for the Annual Meeting, emphasizing the data and diversity considerations that were part of determining the Girl Advisor and Girl Delegate nominee lists. A key factor in the BDC's work this year has been to develop more processes around identifying and recruiting prospective Board members, including being more data driven and using the Board Committees as a cultivation tool. Debbie said that at tonight's Spring Delegate Council Meeting the topic of the Strategy Café discussions would be the possible proposals that GSEP might submit for the 2023 National Council Session (NCS). She also explained that the BDC would be proposing two minor amendments to the Bylaws, which would add serving as an NCS Delegate to the list of responsibilities for both the Board Chair and CEO.

IT Strategy Committee:

Chair Fusun Bubernack reviewed the Committee's priorities, including focusing on cybersecurity, having a deeper understanding of GSEP's contract with Thrive (our IT provider), developing a more robust understanding of our digital assets, and creating a digital vault to store information.

Finance Committee:

CFO Mike Vanic gave a general overview of the Council's 990 for FY21. The 990 contains information on governance, programs, revenue (including sources) and expenses (including staff compensation). The Finance Committee has reviewed the Form 990, 990-T, and the PA BCO-10 (our annual registration as a charitable organization in Pennsylvania) and found no anomalies or concerns. The Board voted to approve these three forms.

Mike then reviewed the FY22 YTD January Operating Results, which indicate GSEP's overall budget is favorable. Finally, he shared a chart comparing the statistics of the Cookie Program from the past four years with this year. FY22's program has been the second most successful in GSEP's history. Kim also said that we probably could have surpassed the record but national supply chain issues impacted Girl Scout cookies across the entire country this year.

Board Engagement

Debbie Hassan asked the Board for their input on what they want to talk about during future Board Engagement discussions. Suggested topics included enterprise risk management, hearing from staff and adult volunteers, and DEI. The Board was encouraged to share any additional ideas.

Acknowledgements

Board Chair Debbie Hassan congratulated Allison Green Johnson for being on the cover of *CIO Views* magazine as part of their coverage of the "10 Most Inspiring Women Leaders in 2022" and for being recognized by *Diversity Woman* magazine as part of the "Elite 100," a tribute to Black Women Leaders in Business. Debbie then congratulated Shelley Smith on being named a Distinguished Advocate for Children by the Support Center for Child Advocates. She also congratulated Debbie O'Brien on being elected Chair of the Independence Visitor Center board. She also thanked the five Board members and one Girl Advisor who attended Take the Lead-Philadelphia: Jen Fox, Joann Gonzalez-Generals, Stephanie Kosta, Joanne McFall, Debbie O'Brien, and Devyn Stek.

The meeting was adjourned at 6:04 p.m.