

Board of Directors Meeting

Saturday, May 7, 2022

9:00-9:45 a.m. at Shawnee Lodge, Camp Shelly Ridge

Meeting Opening & Mission Moment

Board Chair Debbie Hassan called the meeting to order at 9:10 a.m. The Mission Moment was bidding a fond farewell to the Girl Advisors as well as the two outgoing Board members, Clare Freimuth and Emily Turner. Clare and Emily tendered their resignations in late spring, due to promotions at their respective jobs.

Management Report

First, Kim Fraites-Dow shared that last week, GSEP hosted close to 400 senior management professionals from 100 sister councils and GSUSA in Philadelphia during the annual Council Leadership Summit. Highlights of the week-long conference included an opening flag ceremony featuring girls from the Fairmount Girl Scout troop, Gold Award Girl Scout and Philadelphia's Youth Poet Laureate Cydney Brown sharing her original poem "Scrolling" with the attendees during dinner one night, National CEO Sofia Chang throwing out the first pitch at a Phillies game, and Girl Scouts from West Philadelphia participating in a 100th Anniversary of Girl Scouting Fashion Show featuring uniforms throughout the decades, which was curated by GSEP's History Committee.

Kim then explained the purchase price of a box of Girl Scout cookies would be increasing in FY23. The Council's baker ABC is seeing a significant increase per box in response to the unprecedented rise in the cost of commodities, including their top 8: CBOT wheat, palm oil, sugar, etc. The baker is passing along 56% of the increase along to councils, while taking on the remaining increase themselves.

Kim also gave additional information about next year's National Council Session, which is being held July 18-20, 2023, in Orlando, and will be immediately followed by a three-day Girl event called "Phenom" (July 20-22, 2023). She also reminded the Board about GSEP's work on possible NCS proposals, which the Delegate Council have been discussing for the past year. GSEP's Proposal topics are: 1. Providing opportunities to attend business meetings officially virtually 2. Encouraging, with a formula by size of council, for girls to be named as National Council Session Delegates throughout the Movement and 3. Discussion Topic - Tiered membership pricing for families with multiple members in Girl Scouting. These have been submitted to GSUSA for initial feedback and need to be formally submitted by June 30th.

Head of Business Development Allie McGinley-Sepulveda offered a brief final report on the 2022 Cookie Program. This year, we had a smaller number of girls selling but the "PGA" (per girl average) was 294 boxes -- a new record! -- and the girls sold 664,000 boxes more than anticipated. Their success resulted in \$1M more revenue than the original budget.

Chief Mission Delivery Officer Jennifer Allebach shared GSUSA's Spring Membership Renewal initiative, which featured a virtual event and programming anchored by the book *The World Needs More Purple People* by actress Kristen Bell. GSEP is still the 8th largest Council in the country, with 20,505 girl members and the staff is still working on recruiting new members this summer.

Currently, summer camp registrations are at 76% capacity (i.e., 3,601 girls have registered so far).

Board Committee Report

Board Development Committee:

Debbie O'Brien, Chair of the BDC (Board Development Committee), reviewed the slates and Bylaws amendments which will be voted on at the Annual Meeting immediately following the Board meeting. In addition to re-elections of Board and Board Development Committee members, the Delegate Council will also vote on two new Board members: Judy Freyer, a current member of the Investment/Pension Subcommittee, and Ellen Iobst, who is the immediate Past Chair of Girl Scouts of Western Ohio and who has recently moved back to the Lehigh Valley. Plus, the Delegate Council will be voting on three new Girl Advisors and 30 new Girl Delegates. Finally, they will also approve formally adding the role of National Council Session Delegate to the responsibilities of the Board Chair and CEO to the Bylaws.

Acknowledgements

Board Chair, Debbie Hassan thanked Alison Snyder for being an integral part of the Take the Lead committee in Berks County and for presenting remarks at the event in April on behalf of the entire Board. Debbie also thanked Marlene Beers for serving as co-chair of Take the Lead in the Lehigh Valley; she also expressed gratitude to Anne Baum, Ann Donley, Nicole LeVine, and Christian Roach for participating in TTL-LV. Finally, she also thanked all the Board members who attended the breakfast last week with GSUSA's new CEO, Sofia Chang: Sophia Lee, Joanne McFall, Nicole LeVine, Lizzy Qian, Christian Roach, Terri Boyer, Joann Gonzalez-Generals, and incoming Board member Ellen Iobst.

The meeting was adjourned at 9:42 a.m.