

Board of Directors Meeting

Thursday, November 21, 2019 (5:00 p.m. – 7:30 p.m.)

Shelly Ridge Service Center

Board Chair Opening Remarks & Mission Moment

Board Chair Debbie Hassan called the meeting to order at 5:17 p.m. The Mission Moment presented by Gold Award Girl Scout and Girl Advisor to the Board Brianna Davis, who shared her project of creating a STEM website and program for youth with developmental disabilities.

Executive Session

Debbie Hassan informed the Board that Dawn Chavous resigned. Susan Mucciarone, chair of the Board Development Committee, then asked Board to vote on approving Clare Freimuth to join the Board; the vote was unanimously in favor. The HR Committee presented the CEO Performance Review to the Board, and no changes were requested.

Management Report

CEO Kim Fraites-Dow shared the YTD membership figures for MY20. We are ahead of last year at this time. Using the data available to us via Salesforce, the staff has been able to create detailed plans toward meeting our goal of having 90% of our troop formation goal by December 31.

Finance/Audit Committee

Mike Vanic, CFO, reported that the preparation for the upcoming audit for FY19 has begun. The Council is once again working with CliftonLarsonAllen. Mike also shared the preliminary final FY19 Operating results. FY19 was the fourth year in a row that the Council ended with a surplus. Mike also shared the FY19 Capital Projects update also ended with a positive balance of more than \$10,000.

Property Committee

Co-Chair Nicole LeVine shared that the working group for the Camp Mountain House project is in full planning mode. Nicole also reported that the building at Mountain House will be in a new location from the original plan. The new building will now be located closer to the entrance, which will reduce traffic through the camp and require less tree removal. Plus, focus groups consisting of girls, parents and troop leaders gave input into the design of the new building. Common themes among the groups were the desire for the building to blend in well with the current rustic look and that it have a lot of windows to see outside.

Board Engagement

CEO Kim Fraites-Dow and Board Chair Debbie Hassan reported on their recent trip to Minneapolis to attend the National Board Chair/CEO Conference.

Kim first shared GSUSA's statistics on the program portfolio achievements, including more than 750,000 badges were earned in the STEM and Outdoor areas, respectively. Plus, an additional 102,000+ Cybersecurity badges in the first few months of release! GSUSA also disclosed that the "To Get Her There" fundraising campaign exceeded the \$1 billion goal.

The National Movement Strategy for FY20 through FY22 involves 3 priority areas: Daisy & Brownie troop leaders, Latinx communities, and a focus on Older Girls. The six strategic areas of focus for the next three years are: 1) reach and retain more girls; 2) transform the volunteer experience; 3) brand relevancy; 4) reimagine revenue sources; 5) create more effective operations; and 6) renewed focus on equity.

The Board then brainstormed on ways for GSEP to activate on some of these initiatives.

Adjournment

Debbie Hassan adjourned the meeting at 7:40 p.m.