

Board of Directors Retreat & Meeting

Friday, July 26, 2019 (9 a.m. – 1 p.m.)

Shelly Ridge Service Center

Board Chair Opening Remarks & Mission Moment

Board Chair Debbie Hassan called the meeting to order at 9:02 a.m. She first welcomed the three new Board members and new Girl Advisors. The Mission Moment was an investiture & rededication ceremony for the entire Board, led by Debbie and the Girl Advisors who were present.

Management Report

CEO Kim Fraites-Dow shared the membership numbers to date. She then explained the recruitment plan for the rest of the membership year, including a targeted effort throughout our 9-county footprint to publicly celebrate S'Mores Day on August 10. Plus, the Recruitment team is focusing on offering series in schools in September. She also told the Board that a group of member-focused staff are traveling to the largest Council in the country (Girl Scouts of Nation's Capital in D.C.) on August 5th to discuss best practices for membership growth strategies.

Board Development Committee and Bylaws & Policy Review Subcommittee

BDC Chair Susan Mucciarone reminded the Board about their terms and responsibilities as outlined in the Bylaws. Deb Walters, chair of the Bylaws & Policy Review Subcommittee and a member of the National Volunteer Task Force focused on the 2020 National Council Session, then facilitated discussion on the eight proposals and discussion topics sent to GSEP by sister Councils looking for our support before submitting to GSUSA for consideration. She emphasized that time was extremely limited at the NCS, so the Board should focus on topics that were a) in scope (dealing with actual governance topics) and b) worthy enough to spend time that only comes up every three years. After talking about all eight proposals/discussion topics, the Board voted to support these three:

- 1) Discounted lifetime membership dues for long-serving volunteers (GS of Connecticut)
- 2) Membership Dues Increase Restriction (GS of Greater Chicago/Northwest Indiana)
- 3) Allowing a virtual presence at Special Sessions of the National Council (GS of Kentuckiana)

Capital Presentation

A cross-functional staff team presented ideas for a capital investment project that will grow the number of girls in urban areas who attend and benefit from the outdoor experiences they can have on GSEP properties. The group presented:

- opportunities for membership growth via experiences and new elements at Camp Shelly Ridge and Camp Mountain House
- the financial impact of past capital campaigns and potential impact of these projects
- the fundraising plan and the proposed timeline

Board Engagement

The Board members divided into two groups to explore camp. One group hiked the property and the other had a tour of the current buildings at camp and talked with campers. After hearing the capital presentation and exploring Camp Shelly Ridge, the Board then engaged in a working lunch by brainstorming about these three questions:

- 1) What excites you the most about the project?
- 2) What concerns you the most about the project?
- 3) What do you think will appeal to others?

Adjournment

The meeting was adjourned at 1:05 p.m.