

Board of Directors Meeting

Thursday, November 19, 2020 (5:00 – 7:30 p.m.)

Virtual Meeting

Board Chair Opening Remarks

Board Chair Debbie Hassan called the meeting to order at 5:03 p.m. The Board heard about two Mission Moments. The first featured Gold Award Girl Scout Elisabeth K., who shared her Gold Award project from the summer, when she hosted a virtual STEM Robotics Camp for children in the Slate Belt (northeastern) area of the Council. The second Mission Moment was presented by Board member Ann Donley, when she shared this anecdote: while wearing her GSEP Board jacket at her new church, she met many people (including the Associate Pastor) who are involved with Girl Scouts.

Management Report

First, CEO Kim Fraites-Dow shared the current Membership statistics: we are currently at 61% of our girls-in-troops goal; 93% of those girls are renewals. The Council has an active troop presence at 75% of the schools in our footprint.

Kim then talked about this year's Fall Product Program, which was held for the first time in three years. Ten percent of our registered girls participated, and they had a very successful online sale!

GirlScouts@Home continues to provide virtual programming to girls. The staff have also created family-friendly and safety-conscious events for families at Camp Laughing Waters, including a drive-in movie experience on Halloween and the upcoming Winter Light Spectacular in December. The Council is staying on top of the ever-changing PA state and national CDC guidelines to protect our girls, volunteers, and staff while remaining flexible and nimble.

Finally, Kim reported on news and issues from GSUSA. They have been hard at work setting up national cookie partnerships. There will also be a new branding campaign rolling out in the winter and spring. GSUSA has reported that nationally, membership is down 26% year over year.

Finance Committee Report

CFO Mike Vanic showed the Board the FY20 Operating Results. During the first half of the year, every revenue line was exceeding expectations, especially cookies; however, the pandemic negatively impacted revenue during the last two quarters. Savings in expenses were realized due to frozen open staff positions (including greatly reduced numbers in summer camp staff) and decreases in travel, medical benefits, and office occupancy costs. There was also a small amount of savings realized in the FY20 Capital budget.

Property Committee Report

Babette Racca, Special Projects Advisor, delivered a report on the status of the capital projects at Camps Mountain House and Shelly Ridge. While the initial cost estimates for the Girl

Adventure Place at Mountain House increased since the initial conception, we have since reformatted the space and scaled back the design to allow for more flexible staff areas while maintaining girl program and trading post space. These reconfigurations brought the project back to within budget. At Shelly Ridge, the Council has plans to build a commercial kitchen, tree canopy course, and platform tent units. We are also planning to renovate the passive solar elements of Smith Lodge to reduce overheating in the summer.

Use Your Voice: Racial Justice Town Hall

Terri Boyer and Joann Gonzalez-Generals, co-chairs of the Membership Strategy Committee, and our three Girl Advisors gave a report on GSEP's first ever Racial Justice Town Hall. We had 200 people register for the event on November 7th. The first hour was a panel discussion (moderated by Board member Loraine Ballard Morrill) featuring 6 local, young women who have all taken positive action in this area to foster racial justice. During the second hour, attendees were sorted into age-level breakout rooms to discuss what they heard and how they, too, can effect change in their own lives and communities.

Board Engagement

Alejandra McGinley-Sepulveda, Head of Business Development, gave an overview about the upcoming Cookie Program, including announcing a new cookie (the Toast-Yay!) and shared additional information on the sale details, logistics, cookie booth opportunities (including the new family booth), and statistics. The Board then went into three breakout rooms to discuss three questions: other measures to be taken; new booth partnerships to pursue; and corporate sponsorships and partnerships.

Board Chair's Closing Remarks

Debbie Hassan first shared news about two local alums: Dr. Vera Krisukas, former Board member of Girl Scouts-Great Valley, passed away at age 99. Easton resident Frances Hesselbein, former national CEO of GSUSA, just celebrated her 105th birthday. Debbie then thanked Board members Terri Boyer, Joann Gonzalez-Generals, Loraine Ballard Morrill and Girl Advisors Paris, Mikayla, and Rachael for being part of the Planning Committee for the Racial Justice Town Hall. Debbie also thanked her sister NCS Delegates (Kim, Mikayla, Clare, and Deb W.) for their service. She then congratulated the following Board members: Clare Freimuth on her pregnancy; Fusun Bubernack on being named a Take the Lead honoree; Kim Fraites-Dow on being named to the Board of the Greater Philadelphia Chamber of Commerce; Girl Advisor Paris G. on being elected Class President; and Girl Advisor Mikayla H. on being elected president of her school's French National Honor Society.

National Council Session report

NCS Delegates Deb Walters, Clare Freimuth, and Mikayla Havers shared the experience of participating in the first ever virtual National Council Session during last weekend in October, including spending 30 hours together and casting 49 separate votes.

Adjournment

Debbie Hassan adjourned the meeting at 7:23 p.m.