

The Annual Meeting of Girl Scouts of Eastern Pennsylvania was held at Camp Shelly Ridge on Saturday, May 6, 2023.

Call to Order

The Meeting was called to order by Board Chair Debbie Hassan at 10:12 am.

Opening Ceremony

Gold Award Girl Scout and Service Unit Delegate Paris G. of Troop 9696 in Philadelphia led the flag ceremony, with Girl Delegates serving as the flag holders and color guard.

The Mission Moment was the presentation of the Governance Award. Debbie Hassan explained that this Award recognizes a volunteer who has provided outstanding and consistent dedicated service to the policy area of the Council. In a surprise announcement, Board First Vice Chair Susan Mucciarone presented the Governance Award to Debbie Hassan. Debbie was celebrated for her six years as Board Chair and previous years as a Board Member-at-Large, Chair of the Finance Committee, and a non-Board Member of the Board Development Committee.

Overview of Parliamentary Rules

The presiding Parliamentarian, Mary Scout, provided an overview of the rules of parliamentary procedure.

Board Secretary Deb Walters delivered the report of Quorum, noting that Quorum was achieved by a count of 91 voting delegates. GSEP Bylaws require 40% or 66. In addition, 200 Girl Scouts and interested members were in attendance.

The next order of business was to approve the Agenda for the meeting. The agenda was approved by unanimous consent.

Approval of Minutes Committee

The Delegates, by unanimous consent, approved a Minutes Committee to review and approve the Minutes of the Annual Meeting on behalf of the entire Delegate Body. The committee is comprised of Girl Delegates Anna Lazewski, Srsti Niceorgaw, and Stella Tucker.

Appointment of Tellers

Board Chair Debbie Hassan appointed Service Unit Alternate Delegate Linda Mills and Troop Leader Raquel Lopez to serve as Tellers for the meeting.

Governance Report

Board Chair Debbie Hassan presented the Governance Report, which included reports on:

- The Fall Delegate Council Meeting in September 2022, at which members gave input on how to elevate and enhance the work of the Delegate Council; their feedback will be incorporated into a more robust plan for future work.
- Proposals to be voted on at the 2023 National Council Session in July. The seven proposals were shared at the Spring Delegate Council Meeting and Annual Meeting attendees were

encouraged to share additional thoughts and questions with the 2023 NCS Delegation at lunch.

- Girl Scouts of the USA has a new National CEO, Bonnie Barczykowski, who is the former CEO of Girl Scouts of Eastern Missouri (another Top Ten Council).

Debbie Hassan acknowledged and thanked the other three outgoing Board members who have come to the end of their final terms on the Board: Harris Bock, Maria Kraus, and Deb Walters. Debbie also shared the Board's appreciation for the Girl Advisors who also are rotating off the Board: Girl Scout Ambassadors Olivia B., Alex S., and Kaitlyn W.

Treasurer's Report

Chief Financial Officer Mike Vanic presented the Treasurer's Report. He gave an overview of the financial statements for Fiscal Year 2022 (year ended on September 30, 2022) and Fiscal Year 2023 year-to-date as of March 31, 2023. Highlights included:

- The Fiscal Year 2022 Audit was favorable.
- A review of the year-end results for the past six years. Between 2017-2020, the Council ended with a surplus, which offset and covered the year-end deficit during FY2021. In FY22, the Council returned to generating an operating surplus with the help of a government pandemic grant.
- FY 2022 Revenue was \$18.1 million, which was more than the previous year by 34%. The primary factor in the increased income was the return to an in-person Cookie Program, which resulted in \$4.1 million more net revenue from virtual cookie sales in FY21. Camp and girl program revenue as well as all other revenue lines also exceeded the prior year by close to \$1 million.
- FY2022 Expenses of \$16.9 million were more than the prior year by 20%, mainly due to increased expenses attributable to the Cookie Program. Almost \$1.5 million more dollars were paid to the troops or went to girls in the forms of incentives and rewards, compared to the prior year. Over the past eight years, the percentage of the Council's total expenses spent on direct girl program has gone up, increasing from 72% in 2015 to 81% in 2022.
- For the first half of this fiscal year (from October 2022 – March 2023), actual results have been better than budget for both revenue and expenses. The Cookie Program was extremely successful. For the second six months of the fiscal year, contributed revenue is expected to continue to be strong; staff expect to deliver in-person summer camp and girl programs close to what is budgeted; and the Council will continue prudent expense management while being committed to delivering the best possible Girl Scout experience.

Management Report

CEO Kim E. Fraites-Dow presented the Management Report, reporting on the operations of the Council for Membership Year 2022. She first offered an overview and reminder that MY22 continued to be a year of recovery and growth moving beyond the pandemic. For example, while schools were back in-person, membership recruitment efforts were impacted by many districts' decision to not allow external partners into schools. Girls participating in the Cookie Program were successful and excited to interact with customers face-to-face at cookie booths, an opportunity denied them in the prior year.

Highlights of her presentation included reports on each of GSEP's Pillars of Excellence:

- Strategy & New Markets

- The Council started MY22 with 47% of its annual Girl Membership already registered. In late winter 2022, Service Units hosted Daisy Launch events which resulted in 259 new Daisies joining Girl Scouts.
- In Spring 2022, GSEP launched a targeted recruitment campaign focused on the Extended Year membership option, with a goal of registering 500 girls and 500 adults. GSEP successfully welcomed 1,390 girls and 501 adults through this initiative.
- Girl Scouts' Early Renewal season (running from April through June) resulted in 7,224 girls renewing by May 31 and 9,995 renewing by June 30. A refreshed incentive program for Troop Leaders who renew was also successful (75% renewed, which was above the 70% goal). And Service Units which renewed 60% or more of their girls by June 30 received a cash equivalent donation, and 11 Service Units achieved this goal.
- Member and Community Excellence
 - GSEP ended MY22 with 22,534 girls, a 12.3% increase in girl members from the previous year, and 12,409 adult members, which reflected a 13.6% YOY increase.
 - GSEP reorganized into three regional communities:
 - Region 1 – Philadelphia County
 - Region 2 – Berks, Chester, and Delaware counties
 - Region 3 – Bucks, Carbon, Lehigh, Montgomery, and Northampton counties
 - Each region is lead by a Regional Mission Delivery Director and includes Community Engagement Specialists, Volunteer Experience Specialists, Girl Experience Specialists, and a Regional Coordinator.
 - GSEP also prioritized the City of Philadelphia to concentrate on providing equitable access to the Girl Scout Leadership Experience.
 - The 2022 Cookie Program ran from January to March and closed with a Per Girl Average (PGA) of 294 boxes, a 25% increase over the previous year. In addition to taking advantage of some of GSUSA's national partnerships during this time (including DoorDash), GSEP partnered with GoPuff Inc. at the end of the program to purchase excess inventory (resulting in minimal inventory for the Council).
 - Fundraising exceeded its goal in MY22.
 - All three Take the Lead events were once again held in-person and collectively raised 109% of the fundraising goal.
- Operational Excellence
 - In MY22, 626 Girl Scouts earned their Bronze Award, and GSEP also celebrated 160 Silver Award and 63 Gold Award Girl Scouts at two in-person ceremonies.
 - GSEP's four resident camps and three day camps served 3,721 girls during the summer, which was 652 more campers than in MY21.
 - The Girl Scouts Beyond Bars program was revitalized so that participating girls could once again visit their mothers in Riverside Correctional Facility, an opportunity that was paused during the pandemic.
 - More than 780 girls were served during summer programs at community centers, parks, and other sites in five counties.
 - GSEP's Fall Leadership Weekend brought 124 adults together for a virtual experience of learning, networking, and fun.
 - Planning began for the Girl Scouts' 56th National Convention. GSEP's Delegate Council elected 16 National Council Session Delegates and 5 Alternates.
 - The Volunteer Awards Ceremony was held in-person on November 9, 2021, at Camp Laughing Waters. During the event, 130 volunteers and seven Service Units were recognized for their exemplary service to Girl Scouting.

- Functional Excellence
 - Financially, the Council ended MY22 with a surplus, unlike the prior year. This was due to a successful Cookie Program and effective fundraising efforts.
 - The Human Resources team was incredibly active, as the Council realigned for the new three region structure. A senior consultant was recruited to work with the CEO and Chief Mission Delivery Officer to position the new regional teams for success. An Interim Chief Information Officer was hired and the search for a permanent CIO was launched.
 - Information Technology was prioritized in MY22, focusing on establishing core foundational capabilities to provide secure connectivity to GSEP staff and the members we serve. The Managed Service Provider contract was renegotiated and controls to mitigate cyber security risks were implemented.
 - Several annual capital projects at GSEP's camps provided significant improvements to the girl experience, including:
 - Enhanced shower facilities, a new campfire circle with bleachers, and an outdoor movie system at Laughing Waters
 - A new pole barn for storage and art activities at Shelly Ridge
 - Three pioneer shelter roofs were replaced at Wood Haven
 - The Girl Adventure Place fundraising campaign secured double its goal, and at Camp Shelly Ridge, girls are now able to enjoy using a new commercial kitchen, eight new platform tents, and a more comfortable Smith Lodge (a new Trombe wall offers improved temperature control). At Camp Mountain House, the staff continue to work toward state DEP approvals for the sewer and water treatment designs for the planned camp improvements.

Kim ended her Management Report with a statement of deep gratitude to Debbie Hassan, our outgoing Board Chair, who has served as her leadership partner for six years.

Board Development Committee Report

Board Development Committee Member Miriam Shou presented the report of the Board Development Committee, which included listing the committee members and the processes behind their work.

She presented the following 2023-2024 Slates to the Delegate Council:

- 6 Board Officers
 - Nicole LeVine as Chair
 - Susan Mucciarone as First Vice Chair
 - Ann Donley as Vice Chair
 - Loraine Ballard Morrill as Vice Chair
 - Marlene Beers as Treasurer
 - Joann Gonzalez-Generals as Secretary
- 12 Board Members-at-Large
 - Anne Baum
 - Mary Beth Biddle
 - Terri Boyer
 - Fusun Bubernack
 - Allison Green Johnson
 - Kathy Killian
 - Stephanie Kosta
 - Sophia Lee
 - Dr. Bunmi Ojikutu
 - Rick Perkins

- Ashley Russo
- Miriam Shou
- 3 Girl Advisors
 - Girl Scout Ambassador Layla Jamo-Cohen
 - Girl Scout Ambassador Emma Smirk
 - Girl Scout Senior Anika Suresh
- 8 Board Development Committee Members
 - Anne Baum
 - Michele Box
 - Sandy Faust
 - Joann Gonzalez-Generals
 - Debbie O'Brien, Chair
 - Miriam Shou
 - Deb Walters
 - Plus, as a nomination from the floor, Kathryn Epps Roberson
- 30 Girl Delegates:

Sarah Awadalla, Grace Boyer, Patricia Buckner, Ketorah Burns, Gelina Cajamarca, Brianna Califano, Margot Ferrara, Leah Foster, Katilyn Gershen, Allison Hughes, Shipra Kapoor, Mila Kent, Marisa Maisano, Liana Matez, Kimberly Moser, Carolyn Moyer, Alexandra Mumbauer, Srsti Niceorgaw, Sira Powell, Miranda Read, Kaelyn Stek, Iona Stum, Megan Summer, Stella Tucker, Vashti Valentine

The Vote

- **Board of Directors: Officers**
This election was uncontested and the slate, as presented, was approved.
- **Board of Directors: Members-at-Large**
This election was uncontested and the slate, as presented, was approved.
- **Board of Directors: Girl Advisors to the Board**
This election was uncontested and the slate, as presented, was approved.
- **Board Development Committee Members**
This election was uncontested and the slate, as presented, was approved.
- **Girl Delegates**
This election was uncontested and the slate, as presented, was approved.

Top Cookie Sellers

Board members Terri Boyer and Stephanie Kosta recognized the top cookie sellers.

The top cookie sellers in each grade level are as follows:

Daisy:

- Jordan French of Troop 5408 in Radnor Service Unit - 1,726 boxes
- Cheyenne Geho of Troop 8007 in Bethlehem Friendship Service Unit - 1,501 boxes

- Ireland Stephans of Troop 2099 in Bensalem Service Unit - 1,500 boxes

Brownie:

- Logan Nathaniel of Troop 9500 of Three Leaves Service Unit - 3,722 boxes
- Genevieve Gigliotti of Troop 720 in Ginder Service Unit - 3,206 boxes
- Rabiya Jennings of Troop 71159 in Mill Creek Service Unit - 2,613 boxes

Junior:

- Scootaloo Laudenslager of Troop 6169 in Allentown Service Unit - 6,805 boxes
- Kyra Thompson of Troop 5115 in Friendship Hollow Service Unit - 5,348 boxes
- Madison Atkinson of Troop 21820 in Jericho Service Unit - 5,000 boxes

Cadette:

- Diahna Stubbs of Troop 91326 in Three Leaves Service Unit - 8,070 boxes
- Amber Thompson of Troop 548 in Friendship Hollow Service Unit - 5,348 boxes
- Chloe Thompson of Troop 5130 in Friendship Hollow Service Unit - 5,348 boxes

Senior:

- Brianna Califano of Troop 5047 in Inter-Delco Service Unit - 3,000 boxes
- Kiera McCarron of Troop 5913 in Inter-Delco Service Unit - 2,652 boxes
- Kennedi Perras of Troop 8587 in Nazareth Service Unit - 2,440 boxes

Ambassador:

- Kayla Everett of Troop 9629 in Three Leaves Service Unit - 5,609 boxes
- Sophie Werkheiser of Troop 81107 in Nazareth Service Unit - 1,900 boxes
- Sara Smokowicz of Troop 71471 in Springford Service Unit -1,881 boxes

Scholarship Awardees

Board members and Adult Camping Weekend co-chairs Ann Donley and Deb Walters recognized the GSEP scholarship awardees. The scholarship committee reviewed 41 applications from girls who applied for eight different scholarships. GSEP will be awarding scholarships to 20 girls totaling \$25,050.

Two girls were nominated for The Union League of Philadelphia Good Citizenship Award: Allison Hughes and Sienna Powell.

The following scholarships/awards were presented:

- Reneé Carol Harper Memorial Scholarship – Paris Graves
- Dotti Martin Educational Scholarship/Destination Fund – Sara Osterhout
- Helen Bartberger Scholarship – Kaitlyn Harrington
- Judy Borie Award – Kaitlyn Harrington
- Kiwanis Award – Heather Bertolino and Anna Lazewski
- Maurice Seltzer Science and Math Award – Paris Graves
- Muriel E. Lehman Award – Paris Graves

Girl Scouts of Eastern Pennsylvania Graduating Senior Scholarship - Olivia Bell, Alexandra Belmonte, Heather Bertolino, Kaylee Columbo, Paris Graves, Kaitlyn Harrington, Elizabeth Heinz,

Julia Henry, Rosemary John, Anna Lazewski, Kaitlyn Limbaugh, Madison Long, Anastasia Montgomery, Sara Osterhout, Jada Savage, Kelly Schider, Alicia Simarak, Kate Thompson, Tatyana Ulman, Melissa Yelcick

Additional Notes

Before the end of the meeting, Board Chair Debbie Hassan recognized Lifetime Members in the audience. She also asked that all Bronze, Silver, and Gold Award Girl Scouts stand and be celebrated as well.

Debbie Hassan gave a few reminders to the attendees, including the need for more camp staff, the upcoming Spring membership renewal deadlines and incentives, and a reminder to Service Units that now is the time to hold elections for Service Unit Delegates and Alternates for the 2023-2024 Governance Year.

CEO Kim Fraites-Dow, along with other Girl Scouts, presented Board Chair Debbie Hassan with a framed photograph signed by everyone in attendance and offered one final expression of gratitude on behalf of the entire Council for sharing her service, leadership, and wisdom with us for the past six years.

Adjournment of the Annual Business Meeting

Board Chair Debbie Hassan adjourned the meeting at 12:04 p.m.

These minutes were recorded by Anna Lazewski, Srsti Niceorgaw, and Stella Tucker and approved by the Minutes Committee on July 12, 2023.