

## **Meeting Overview**

# **Board of Directors Meeting**

Thursday, January 26, 2023

4:00-6:00 p.m. via Zoom

### **Meeting Opening & Mission Moment**

Board Chair Debbie Hassan called the meeting to order at 4:03 p.m. Girl Scout Senior Anna N. is a Take the Lead (TTL) Greater Philadelphia Presenter and she shared her experiences during her recent TTL Shadow Day with Debbie, who is one of this year's honorees in Philadelphia.

### **Management Report**

CEO Kim Fraites-Dow first shared that due to an intensive and strategic hiring process for the new regional Mission Delivery team structure, the Council is almost fully staffed. Additionally, Kim introduced the new Chief Information and Transformation Officer, Mike Pompey, who joined the Council last month.

Meg Moloney, Interim Chief Membership and Strategy Officer, reported that GSEP is now serving almost 20,000 girls, which is 65% toward the year-end goal, and our total market share is close to 5% of the entire girl population in the footprint. The staff is intensely using data to focus its work, specifically concentrating on schools which do not currently have Girl Scout troops. The recruitment initiative this winter is to create new Daisy and Brownie troops in schools which do not already have them. Plus, this spring, we will be offering extended year memberships and making a big push for renewals.

Chief Marketing Officer Stacey Moyers reported that one week into the Cookie Program, we are already at 77% of the goal. This year, the initial order that the troops and the Council placed was the entire order for the Program, due to the baker's concerns about supply chain issues. Since GSEP increased the price per package, we were conservative in our order, which was the baker's recommendation. However, the Council is already out of stock for five flavors for Planned Orders, so we are proactively communicating with troops and our CEO has negotiated with the baker to purchase additional cookies. The new flavor of Raspberry Rallies is only available online and that also sold out within the first week (but will be available again soon). Nationally, there was concern about offering a new flavor only online because not every girl has an online presence and girls sell more cookies at in-person booths.

### **Finance Committee Report**

Chief Financial Officer Mike Vanic reviewed the FY22 audit summary, prepared by CliftonLarsonAllen, our auditors for the 7<sup>th</sup> year in a row. The auditors gave the Council an unmodified (clean) opinion, which is the highest level of confidence. The auditors offered a few IT recommendations for process improvement, which the Council is already addressing in the IT Strategy roadmap. Mike Vanic then shared the FY22 Reconciliation of the Net Income from operations to the Change in Net Assets from operations per the Audit Report and pointed out that the primary difference involves the PPP loan and how it is notated in each report. The Board voted unanimously to approve the FY22 Audited Financial Statements.

Mike Vanic then shared the FY23 operations status as of November 30, 2022. The Council's budget is tracking positively, mainly due to lower expenses.

### **Board Engagement**

Meg Moloney and Regional Director Carin Johnson presented an overview of the Mission Delivery team's work in Philadelphia. Membership numbers have seen a 75% growth for this same time period over last year. Out of the 582 schools in Philadelphia, GSEP has a presence in 140 schools with 193 troops. Carin explained further that this year's goal is to rebuild the relationship with The School District of Philadelphia. One example of the positive results of ongoing communications with the District is that GSEP was chosen to host a table for the School Partner Fair, which allows principals and community administrators to talk directly with agencies and organizations. The Philadelphia Mission Delivery team also created a school series booklet which offers information in a concise yet comprehensive manner. The District requires every external agency working with students to create a partner agreement, and uses GSEP's agreement as an example for other organizations. And, a new troop will be started at KIPP Dubois High School next month, which is the first troop in a high school in years.

Carin then shared other initiatives in Philadelphia, including Girl Scout Night at the Flyers which featured a Women in Sports panel with Flyers female leaders. The Girl Scouts Beyond Bars troop is about to launch again with a new GSEP staff member facilitating the experience. Plus, the prison has expressed interest in expanding the program to include fathers (which is tentatively called "Man Enough to Be a Girl Scout"). She also explained her team's summer camp initiative of creating four weeklong summer day camp programs in four different neighborhoods in the city.

Finally, Carin asked the Board for additional ideas on partnerships and ways to serve more girls in the city. A number of Board members offered suggestions, which Carin and her team will pursue.

### **Acknowledgements**

Debbie Hassan first thanked Marlene Beers for appearing on a podcast WDIY to promote Take the Lead and share her Girl Scout volunteer experience. Debbie also thanked Anne Baum for her appearance on WFMZ's Morning News Show with Junior Girl Scouts to announce the kickoff of the Cookie Program.

Debbie expressed gratitude to the Board members who have secured sponsorships for Take the Lead, including Stephanie Kosta, Alison Snyder, Allison Green Johnson, Anne Baum, Marlene Beers, Miriam Shou, and Susan Mucciarone. She encouraged the entire Board to attend at least one of the Take the Lead events. She also shared the new date for the Women's Leadership Summit (April 16) and urged the Board to attend this event and the Silver and Gold Award ceremonies in May.

The meeting was adjourned at 5:47 p.m.