

Meeting Overview

Board of Directors Meeting

Saturday, May 6, 2023
9-10 a.m. @ Shawnee Lodge, Shelly Ridge

Meeting Opening & Mission Moment

Board Chair Debbie Hassan called the meeting to order at 9:06 a.m. She thanked the Girl Advisors for their service and for sharing their perspectives and opinions with the Board during the past year. She also presented them with a token of appreciation.

Debbie then offered the Board's gratitude to the three outgoing Board members (in addition to herself): Harris Bock, Maria Kraus, and Deb Walters.

Management Report

CEO Kim Fraites-Dow first reported on the current girl membership figures: the Council is serving 22,457 girls, which is 88% toward the revised membership goal of 25,500. She explained the plans to close the gap, which includes reaching an additional 3,000 girls through spring and summer series (in all three regions). Kim also shared that the early renewal and extended year membership campaign for MY24 is up 5.5% over last year; 6,250 girls are already members for MY24, which is 28% of MY23's membership.

Kim reported that the Women's Leadership Summit was held last month, and more than 140 people attended.

Summer camp registrations are tracking flat year over year, so the Council is running two campaigns to encourage additional registrations: an incentive to get at least three girls in a troop to register and an email marketing promotion to residents who have girls in grades K-5 who live within a 5-mile radius of Camp Mountain House. Plus, we are pursuing a grocery store flyering effort and asking corporate partners to share the camp flyer with employees.

We also held two Take the Lead events since the last Board meeting, both of which exceeded their respective fund-raising goals.

Board Development Committee Report

BDC member Miriam Shou reviewed the slates that will be voted at the 2023 Annual Meeting.

Acknowledgements

Debbie Hassan thanked Anne Baum and Allison Green Johnson for participating in the Women's Leadership Summit. She also shared her gratitude with Ellen Iobst for

being present at an advocacy meeting with State Senator Nick Miller at Mountain House, both as a Board member and as a former camper at Mountain House.

Debbie also thanked Board members who attended Take the Lead-Lehigh Valley (Anne Baum, Ann Donley, Ellen Iobst, and Nicole LeVine), especially Marlene Beers for chairing the Event Committee and raised important funds for GSEP and Fusun Bubernack, who presented remarks on behalf of the Board.

Finally, Debbie expressed her sincere appreciation to the Board as she completes her sixth and final year as Board Chair.

The meeting was adjourned at 9:44 a.m.