

## **Meeting Overview**

# **Board of Directors Meeting**

Thursday, June 15, 2023  
8:30-9:30 a.m. virtual

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

Board Chair Nicole LeVine called the meeting to order at 8:33 a.m. She offered a special welcome to the four new Board members and the three new Girl Advisors.

She then introduced Gold Award Girl Scout Ashley M., who shared her Gold Award project: teaching basic home and auto repairs to teenagers at her local library.

### **Management Report**

CEO Kim Fraites-Dow and the Senior Management Team reviewed the Enterprise Dashboard for Strategic Priorities for the second quarter of FY23.

First, Chief Marketing Officer Stacey Moyers reviewed the data on the current efficacy of various membership recruitment campaigns and methods and statistics on viewers/users of our website.

Interim Chief Mission Delivery Officer Meg Moloney shared girl membership numbers (22,719); the revised girl goal for MY23 is 25,500, so the Council is at 89% of the goal. She explained that families are taking advantage of the Extended Year membership. The girls who are awaiting placement into troops are a primary focus of the cross-functional regional teams which are creating action plans for those girls. Meg then reviewed the data reflecting summer camp numbers, along with a bar graph comparing the geography of where programs are being offered vs. members in each county; Kim explained that the vision for MY24 is to offer equitably distributed programs by county, age level, and program pillar.

Chief Development Officer Cecily Macy shared the highlights of the Fund Development data. Special events exceeded the fundraising goal, grants are slightly behind, and overall end of year forecast is on budget.

Meg Moloney shared data regarding volunteer metrics, including the number of troops (1,582). The main focus of the Community Engagement and Volunteer Experience Specialists is recruiting leaders for the 110 troops that need them.

CFO Mike Vanic shared revenue is up, and expenses are down compared to the FY23 budget, so we expect to end the year with a multiple-six-figure surplus.

CEO Kim Fraites-Dow shared a few bright spots about the remaining Functional Excellence areas, IT and Human Resources.

### **Capital Improvements**

Kim Fraites-Dow narrated a series of photographs showing the improvements made at our camps this past year, including: an expansive new Stonewood tent unit at Camp Mosey Wood, a new roof at the Shelly Ridge headquarters, and improvements to the Health Center and a new, improved Horse Barn at Camp Laughing Waters.

### **Region 3 Report**

Roseann Havers, Regional Director, offered an overview of the Region 3 team and its work: ten staff supporting 47 Service Units. She also explained that although Region 3 anticipates meeting or even exceeding their girl membership goal, they face the challenge of changing school policies that impact troops and troop formation. For example, some schools restrict access to space for outside partners or now charge rent for that space; some school districts do not allow flyering (which impedes direct-to-new-parent communications). Roseann shared ten examples of new or refreshed partnerships with schools and community organizations to serve girls and create community troops this summer and fall. She also reported that the Spring Recruitment initiatives done in her five-county region resulted in 232 new girls and 193 new adult volunteers.

### **Acknowledgements**

Nicole LeVine congratulated Miriam Shou on her promotion to Partner at PWC. She thanked Ellen Iobst for joining her at the Gold Awards Ceremony on May 21; she also praised Ellen for serving as the Keynote Speaker at the ceremony. Finally, Nicole thanked Joanne McFall for representing the Board at the Top 100 Cookie Sellers celebratory lunch cruise on June 10.

The meeting was adjourned at 9:11 a.m.