

Board of Directors Meeting

Tuesday, March 19, 2024
5:30-7:30 pm at Shelly Ridge

Mission Moment

Board Chair Nicole LeVine introduced Girl Scout Ambassador Andela D. from Bucks County, who shared her Gold Award project with the Board. She held workshops for sister Girl Scouts and members of the public on how to create “switch adapted” toys, which were then donated to the Horsham Library.

Management Report

CEO Kim Fraites-Dow first offered a membership update. The current number of girl members is 6% lower than last year at this time, and national membership numbers are flat year over year. The Mission Delivery staff has been working with Service Units to focus on spring recruitment efforts toward girls in K-3rd grade (including rising kindergarteners). The Spring Renewal/Extended Year Campaign gets underway on April 1, and the goal is to have 40% of our current members renew their membership for MY25. The team is also creating plans for summer programs in Berks and the Lehigh Valley, as well as an expanded Philly Camp experience for almost double the number of girls as last year. Camp registrations are also slightly behind last year at this time. The staff are pursuing creative ideas to invite more girls to apply for camp, including possibly offering new sessions of sold-out themes and communications efforts explaining the impact of the cookie program on camp.

Chief Marketing Officer Stacey Moyers gave the Cookie Season Recap, although the final data will not be available for a few weeks. This year, we had slightly less girls and troops selling than last year. We reached 94% of this year’s goal, with 3,716,772 boxes sold. Excess inventory will be provided on a consignment basis to troops which have goals they are still trying to reach. National data on the cookie program suggests that having a flat or slightly below goal program is reflective of most councils across the country.

Board Development Committee Report

BDC Chair Debbie O’Brien shared the status of the committee’s work in identifying and recruiting four new members of the Board for election in May. BDC member and Girl Governance Subcommittee member Joann Gonzalez-Generals then offered a report on the Girl Advisor and Girl Delegate slate. She explained that the group has been meeting since October and hosted three virtual help sessions in December and January for girls interested in applying. The subcommittee members reviewed all submitted applications and discussed various aspects to create the draft slate, including how the nominees reflect both the applicant pool and GSEP’s girl members in terms of demographics and other factors. Debbie closed the report by reminding the Board that they will receive the final slates and bios of the nominees on April 4,

when the Official Notice of the Annual Meeting will be emailed to the entire Delegate Council.

Finance/Audit Committee Report

Finance/Audit Committee Chair Rick Perkins first introduced the topic of FY23's Form 990 by acknowledging the effort it takes to pull together a 71-page document. Chief Financial Officer Mike Vanic offered a general overview of the contents of the 990: activities of the Council, description of programs, revenue and sources, expenses and categories, and staff compensation. He also shared that there are no red flags indicating any data that is unusual. He then explained that the additional form (PA Form BCO-10) is our annual registration as a charitable organization in the state of Pennsylvania. The Board voted unanimously to approve the Form 990 and Form BCO-10 as presented.

Board Engagement – update on Calling All Girl Bosses initiative

Jenn Richards, Project Manager of Calling All Girl Bosses (CAGB), reviewed the timeline and accomplishments since the initial planning meeting in June 2023, including securing the date of May 17, 2025, at the Pennsylvania Convention Center for the culminating event (the GSEP Girl Expo). Jenn revisited the premise of the CAGB initiative, which is that “girls have boundless potential to drive positive change in their communities.” CAGB is a year-long leadership program for girls in Philadelphia that will engage and empower older girls to achieve the highest awards in Girl Scouts in while making a positive impact on their local communities. The program is organized around 12 three-hour workshops (facilitated by volunteers and GSEP staff) that will take place between September 2024-May 2025. The early workshops center on girls exploring issues and ultimately choosing one to focus their Take Action project on. Girls will then work on their Take Action projects, which will be showcased at the GSEP Girl Expo, along with Silver and Gold Award projects from all GSEP girl members from the Council's entire footprint. Girls will have the support of dedicated adult mentors throughout the entire year.

The final portion of the engagement discussion revolved around how to get involved: connecting GSEP with potential program partners; hosting and facilitating the monthly workshops; recruiting volunteers for different roles (e.g., mentors, guest speakers, etc.); becoming a sponsor (financial or other); and being a media partner to help girls tell their stories. Many Board members volunteered to help support this initiative through various means and methods.

Board Chair's Remarks

Nicole LeVine first thanked everyone who bought cookies and mentioned that there is still inventory left for businesses and individuals to purchase. Nicole also expressed gratitude to Miriam Shou, Joann Gonzalez-Generals, and Kathy Killian for spending so many hours on Girl Governance tasks.

Nicole thanked Anne Baum and Ashley Russo for becoming the chairs of the 2024 Golf for Girl Scouts event (happening on September 9, 2024, at Saucon Valley Country Club).

She also thanked Anne for hosting the Take the Lead-LV Cookies & Cocktails event and offered a special shout out to Ashley, Ellen Iobst, Ann Donley, and Fusun Bubernack for attending. Plus, Nicole thanked Alison Snyder and Bunmi Ojikutu for participating in the Berks Take the Lead Cookies & Cocktails event. She then thanked every Board member who attended and supported Take the Lead-Philadelphia, including Kathy Killian, Stephanie Kosta, Terri Boyer, Allison Green-Johnson, Joanne McFall, Shelley Smith, Ashley Russo, Susan Mucciarone, Debbie O'Brien, and Judy Freyer.

Finally, Nicole reminded the Board of important dates coming up, including the final two Take the Lead events (April 3 in Reading and April 23 in Bethlehem), the Women's Leadership Summit on April 14, the Spring Delegate Council Meeting on April 18, and the Annual Meeting on May 4.

Adjournment

The meeting was adjourned at 7:23 p.m.