

Board of Directors Meeting

Saturday, May 4, 2024
9-10 a.m. at Shelly Ridge

Mission Moment

Board Chair Nicole LeVine 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.

Nicole then offered the Board's gratitude to the four outgoing Board members: Joanne McFall, Susan Mucciarone, Shelley Smith, and Alison Snyder.

Management Report

CEO Kim Fraites-Dow first shared details about the celebration of the conservation easement at Camp Laughing Waters on May 3rd. GSEP hosted funding partners from local townships, Montgomery County, and the state as well as Natural Lands.

Kim then reported on girl membership. The staff team has revised the year-end goal to 25,800, and we are currently serving 21,040 girls which is 5.8% less than last year at this time. The plan to reach the new goal includes hosting school series in Philadelphia, recruiting new girls for Philly Camp, and holding summer programs in Delaware, Chester, and Berks County; new troops have also been started in the city of Allentown. The Spring Membership Renewal Campaign is in its second month; we are at 37% of the renewal goal.

Camp registrations remain flat year over year. The biggest expenses for camp are personnel, food, and supplies, so the team will adjust expenditures accordingly. We will be bringing staff to each camp as needed each week, so we will not be under- or overstaffed at each site. Kim also reviewed the registration numbers for each camp.

Kim offered a recap of the Cookie Program, which ended slightly below goal this year. The number of girls participating was similar to last year's figures, but the Per Girl Average was a little lower than last year. The team is analyzing the results, including looking at ways to increase engagement throughout the entire 6+ week sale.

Kim also reported on the last two Take the Lead events. TTL-Berks had 350 attendees, who donated more than \$21,500 in camperships. At Lehigh Valley TTL, more than 400 people attended, and almost \$40,000 was raised for camperships.

The Women's Leadership Summit was held last month, and more than 100 volunteers participated. The final topic was the GSUSA Leadership Conference which the Senior Management Team attended last month in New Orleans. The materials included research on non-members and current members and focused on change leadership. Kim explained that the next strategic plan would be based on this research and information.

Finance/Audit Committee Report

CFO Mike Vanic presented the rationale for the Finance Committee's recommendation that the Board approve an increase in GSEP's line of credit from TD Bank. The only time this credit is used is to pay the baker at the beginning of the cookie sale in January, when cash flow is at its low point. The line of credit has not increased for 10 years; however, the initial invoice from the baker has increased over \$1,000,000.

Finance Committee Chair Rick Perkins then read the resolution and requested that the Board vote to approve this increase. The Board unanimously approved the resolution.

Board Development Committee Report

BDC Chair Debbie O'Brien shared the four slates that will be voted on at the Annual Meeting: Board Members-at-Large; Board Development Committee, Girl Advisors, and Girl Delegates. She then offered a short biography of each of the new Board member nominees.

Board Chair's Remarks

Nicole LeVine thanked:

- Loraine Ballard Morrill for hosting an on-air interview with Take the Lead-Philadelphia honoree Chellie Cameron and her Presenter (and Girl Advisor nominee) Marisa M.
- Alison Snyder and Bunmi Ojikutu for joining her at the Take the Lead-Berks celebration on April 3.
- Mary Beth Biddle, Stephanie Kosta, Judy Freyer, Fusun Bubernack, Allison Green Johnson, and Jen Fox for purchasing extra cookies from the excess inventory.
- Anne Baum and Terri Boyer for being a moderator and panelist, respectively, at the Women's Leadership Summit.
- Ellen Iobst, Ann Donley, Anne Baum, Fusun Bubernack, and Mary Beth Biddle for attending Take the Lead in the Lehigh Valley.
- Ashley Russo for her company's support of all three Take the Lead event.

Nicole also congratulated Girl Advisor Emma S. on placing 14th overall in the Age 18 Girls group during the CRDM Irish Dance World Championships in Dublin.

Finally, Nicole invited the Board to the Silver and Gold Awards Ceremonies on May 19.

Adjournment

The meeting was adjourned at 9:55 a.m.