

Board of Directors Meeting
Wednesday, September 25, 2024
5 – 7:30 p.m. at Shelly Ridge

Board Chair Nicole LeVine called the meeting to order at 5:03 p.m.

Management Report

CEO Kim Fraites-Dow first shared the good news that GSEP is the 6th largest Council in the country. We are ending Membership Year 2024 by serving more than 25,800 girls and almost 14,000 adults. Due to the Spring Renewal and Extended Year campaigns, we will begin Membership Year 2025 with close to 16,000 girls, which is a 12% increase year-over-year, and 10,000 adults.

Summer Camp numbers remained relatively flat from last year, with 4,047 girls registered (this includes the 576 girls who registered for the second year of Philly Camp). Camp capacity averaged 82%, with a range of 62%-97% among all the camps.

Kim then offered an update on the Calling All Girl Bosses (CAGB) program, an initiative in the City of Philadelphia aimed at supporting more middle and high school girls to earn their Silver and Gold Awards. She reported that 209 girls were registered (which is slightly over goal), 79 of whom are new Girl Scouts; 148 girls are in middle school. Plus, 81 adults also registered as volunteers with the program. Kim and our Board Chair Nicole LeVine visited GSUSA's CEO Bonnie Barczykowski to show her the CAGB curriculum and program; Ms. Barczykowski will have her staff review the program and surveys to consider sharing this with other councils. Kim also stated that the data and information collected during this pilot year would inform us how/when/where to expand to other Service Units throughout our nine-county region.

Board Development Committee Report

BDC Chair Debbie O'Brien shared that six of our Board members and two BDC members are in their third and final terms in the current roles. BDC members will be contacting every Board member to have the annual feedback/retention conversations in October. This year, there are two subcommittees, focused on Girl Governance and the 2026 National Council Session Delegation Selection.

Finance Committee Report

CFO Mike Vanic presented the FY24 forecast compared to the FY24 budget. Even though we had a six-figure shortfall at the end of Q2, due to the Cookie Program falling short of budget, the staff addressed that through thoughtful fiscal management in Q3 and Q4 and we anticipate ending the year with a small surplus.

He then presented the FY25 operating budget, based on these assumptions: girl membership numbers and camp registrations remaining flat year over year; the Council absorbing a significant increase per package without passing that onto the consumer; small increases in HR-related expenses (including in the cost of benefits going up) and IT operating expenses.

The FY25 capital budget is approximately the same average amount as in the past. The 18 capital projects focus on safety, major repairs, and IT capital expenditures.

The Board voted unanimously to approve the FY25 operating and capital budgets.

Mission Moment

Gold Award Girl Scout Nora W. from Montgomery County shared her project, completed this past summer. Nora and her troop traveled to the Dominican Republic and taught various subjects (in Spanish) to girls throughout a week of intense education, in partnership with the Mariposa program.

Board Engagement Discussion

Board Members and NC Delegates Nicole LeVine, Ellen Iobst, and Kim Fraites-Dow presented information on the National Board's proposals on raising the annual membership dues (suggested amounts are \$85 for girls and \$45 for adults, but the actual amount will be decided by the National Delegates). After many questions and much discussion, the Board Members said they were looking forward to hearing the results of the Special National Council Session on October 19.

Board Chair's Remarks

Nicole LeVine thanked Vice Chair Ann Donley for facilitating the business portion of the Board Retreat and for co-chairing the Adult Camping Weekend (ACW), which raises money for scholarships for graduating 12th grade Girl Scouts. She also acknowledged Ellen Iobst for attending ACW and shared photos of her on the high ropes. Nicole also celebrated Girl Advisor Myah D. for being on the cover of *Spark* magazine and thanked Girl Advisor Lindy A. for being a facilitator during last month's training for girls who are new members of GSEP's Delegate Council. Nicole then thanked Anne Baum and Ashley Russo for Co-Chairing the third annual Golf for Girl Scouts event at Saucon Valley Country Club; Loraine Ballard Morrill for joining her at the Calling All Girl Bosses' kickoff; and Miriam Shou in advance for being a presenter at the Fall Leadership Weekend in October.

Nicole reminded the Board of upcoming events, including the Fall Delegate Council Meeting on October 15; the National Council Session on October 19; and the Volunteer Awards Ceremony on November 3.

Adjournment

The meeting was adjourned at 7:24 p.m.