

Board of Directors Meeting

Saturday, May 3, 2025
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: Anne Baum, Terri Boyer, Ann Donley, and Loraine Ballard Morrill.

Management Report

CMDO Molly Eigen introduced our new Head of Regional Strategy and Partnerships for Regions 2 & 3, Jess Mertz. Molly also reported that we currently have: 22,368 girl members (an increase of 6.3% YOY). She also shared that the "Launch to Daisies" recruitment campaign began last month, and the Spring Renewal and Extended Year Campaigns started on April 1. The first week saw a 500% increase YOY, due to the incentive of a branded beach towel, with various incentives offered through June 30. Camp registrations currently stand at 3,284, which is 93% of our annual goal.

Chief Marketing Officer Stacey Moyers reported on the 2025 Cookie Program. We fell short of goal and have much less leftover inventory than we did last year. The number of girls and troops participating increased slightly over last year but not in tempo with membership growth, and the Per Girl Average was significantly lower. The staff is creating a Cookie-focused team of knowledgeable volunteers to help inform improvements for 2026.

Chief Advancement Officer Gina Range shared that Take the Lead-Berks surpassed its financial goal for the event as well as the campership paddle raise. She also reported that 437 guests attended TTL-Lehigh Valley at the new venue of Wind Creek Event Center. Almost \$49,000 was raised in camperships at the event. However, the event did not reach its budgeted goal.

Chief Financial Officer Mike Vanic offered a financial update. We closed Q2 with a significant gap in the budget, but the staff is working diligently to close that difference.

Stacey Moyers shared that the Senior Management Team (along with 300 peers) attended the national Girl Scout Leadership Conference hosted by GSUSA in Chicago last month. The focus was on the Movement's three-year strategic plan. The primary objective of the plan is that "more girls and families choose Girl Scouts as the place to learn, grow, and connect."

Calling All Girl Bosses Update

CEO Kim Fraites-Dow shared that the 12th and final CAGB workshop was occurring today, and all the girls participating will receive a certificate and a special CAGB patch. As of April 21st, 77 girls have submitted Gold or Silver Award proposals; 35 of which have been

approved, with many in various stages of planning, execution, or completion. All girls will continue to be supported as they work to finish their projects.

At GirlzDay, four girls will receive their Gold Awards, and ten girls will receive their Silver Awards at the respective ceremonies; last year, no girls from Philly earned their Gold Award and only two earned their Silver Award.

All CAGB participants and volunteers can attend GirlzDay for free. There will be a special Highest Awards Exhibit at the event, including highlights from CAGB. As of this week, more than 1,100 girls were registered to attend.

The CAGB team is developing plans for Year 2 and beyond, which includes hosting sites in Philadelphia, Allentown, and Reading. GSEP also recently submitted a proposal to the School District of Philadelphia to pilot a small after-school version of CAGB for middle schoolers.

Board Development Committee Report

BDC Chair Debbie O'Brien shared the highlights of the six slates that will be voted on at the Annual Meeting:

- Two new Vice Chairs on the Board Officers slate
- Four new Board Members-at-Large
- Three new Girl Advisors to the Board
- A new Chair and a new non-Board member of the BDC
- Thirty Girl Delegates
- The 2026 National Council Delegation (19 Delegates and 8 Alternates)

Board Chair's Remarks

Nicole LeVine thanked:

- Mary Beth Biddle for presenting at a Calling All Girl Bosses workshop in March.
- Bunmi Ojikutu and Christy Barnhart for representing the Board at Take the Lead in Reading in March
- Fusun Bubernack, Anne Baum, Stacy Broad, Ellen Iobst, Ann Donley, and Girl Advisor Lindy Arnold for attending Take the Lead in the Lehigh Valley earlier this week.
- Anne Baum and Ashley Russo for serving on the TTL-LV Event Committee.

Nicole also congratulated:

- Anne Baum on being named to the Lehigh Valley Business Journal's Power 100 list.
- Ann Donley on joining the Finance Committee of the WAGGGS Foundation.

She also reminded the Board of upcoming events:

- GirlzDay on May 17
- Special Delegate Council Meeting on June 4 and the Special Board Meeting on June 9 to review the proposals and discussion topics submitted by all Girl Scout Councils to GSUSA for the National Board to consider including in the agenda for the 2026 National Council Session.

Adjournment

The meeting was adjourned at 9:57 a.m.