

Board of Directors Meeting

Monday, March 10, 2025

5:30-7:30 p.m.

Opening & Board Development Committee Report

Board Chair Nicole LeVine called the meeting to order at 5:35 p.m.

Mission Moment

Gold Award Girl Faith W. from Philadelphia shared her project on gun violence prevention, working with the Philadelphia Police Department. She founded an anti-gun club at two schools. She was also invited to a youth advocacy session at the United Nations, where she presented her project.

Management Report

CEO Kim Fraites-Dow opened her report by wishing the Board a Happy Girl Scout Week.

Current girl membership is close to 22,000, which is an increase of 7% YOY; this is also 87% of the year's goal. The Council is serving 5.6% of the available girl market. April 1 will see the start of a number of recruitment initiatives, including the Daisy launch for girls in kindergarten, first grade, as well as four-year-old rising kindergarteners. Plus, the Spring Renewal and Extended Year campaigns begin. The goal is to have 50% of current girls renew their membership for MY26 by June 30.

The Cookie Program officially ended yesterday. We reached 91% of our goal, which resulted in a high six-figure deficit in the budget. This year, the remaining inventory is only 2,500 cases (last year at this time, we had 20,000 cases left over). We have extended the digital sale through April 12.

In February, GSEP partnered with our two sister Councils in the state to host the annual Troop PA Investiture Ceremony for all the female legislators in Harrisburg. All girls involved in governance in our Council were invited, and 32 girls joined us. GSEP held individual advocacy meetings with six legislators, which included girls from their respective districts. All the girls worked on their age-level appropriate Democracy badge in the afternoon.

Take the Lead-Greater Philadelphia was held last week, with more than 400 guests in attendance. We raised just over \$41,000 for camperships

Calling All Girl Bosses Update

Kim Fraites-Dow gave an update on the current status of highest award proposals in Philadelphia (Gold: 29 submitted, 7 approved; Silver: 45 submitted, 13 approved). Plus, 29 girls have submitted grant applications to help them bring their projects to fruition. As of this past weekend, we have completed nine of the twelve workshops. Kim also mentioned that she, CMDO Molly Eigen, and CAGB Project Manager Jenn Richards have been meeting to create the plan for Year 2 of this program.

Human Resources Committee Report

Committee Chair Allison Green Johnson explained that the group's work this year has included developing a charter for the group, which outlines their purpose: a) to assist the Board Chair, CEO, Board, and Senior Management Team (SMT) in HR-related matters; b) to oversee the compensation and succession plans for the CEO and SMT; c) to serve as a resource; and d) to review HR-related policies and other matters as delegated.

Board Development Committee Report

Committee Chair Debbie O'Brien explained that the BDC has been working diligently all year to produce six slates for the Annual Meeting on May 3, three of which have been confirmed. The completed slates are for three new Girl Advisors, 30 Girl Delegates, and the 27 members of the 2026 National Council Delegation. Debbie also thanked the four Board members involved on the two Subcommittees tasked with creating those respective three slates. Collectively, the two subcommittees reviewed more than 120 applications, hosted five virtual Help Sessions, and spent more than 110 hours reviewing, scoring, and discussing the applications.

She emphasized that those three slates are complex puzzles because the BDC needs to ensure that the nominees reflect GSEP's membership in terms of geography and race/ethnicity while balancing between having experienced and new people (as well as considering other factors, such as age/grade).

Debbie then mentioned that the final three slates are almost finalized: Board Officers, Board Members-at-Large, and the BDC itself. She reported that we will be welcoming four new Board members.

Finance Committee Report

Committee Chair Rick Perkins presented an overview of the FY24 Form 990. CFO Mike Vanic explained that since a nonprofit organization does not pay taxes, we are required to file this form, which tells our story via both numbers and descriptions. Mike also said that we filed PA Form BCO-10, which is the annual registration as a charitable organization in the Commonwealth. Our partners in this work, CliftonLarsonAllen, performed a detailed review of the entire 990 with the Finance Committee last month. They reported that nothing raises a red flag that could jeopardize GSEP's status as a 501(c)3 nonprofit organization. Rick Perkins then read the Finance Committee's Board Resolution to approve the FY24 Form 990, 990-T, and PA Form BCO-10 as an official motion. The Board unanimously approved the resolution.

Mike then reviewed the FY25 Year-to-Date January Operating Results, which indicate that we are currently operating with a budget deficit, mainly due to the gap in the Cookie Program results. The staff have been discussing various options to close the gap, which includes instituting the contingency plans created during budgeting last summer.

Nicole Levine reminded the Board of the challenge facing Councils due to the membership dues increases taking effect this spring for MY26. Kim further explained that GSUSA will not be offering financial assistance to Councils to help cover the dues increase until MY27 (when the girl dues reach the next level of \$65). Board members offered various suggestions to ask for donations to cover the difference, since the dues increase was approved after the FY25 budget was finalized.

Investment/Pension Subcommittee Report

Chair Judy Freyer first offered a brief general overview of the stock market since the year 2000 as well as a month-by-month average for 2024. At last month's Subcommittee meeting, the group reviewed and approved investments for the self-managed operating funds and temporarily restricted funds. They also discussed the GSUSA pension plan since Councils have the option of buying out their expected contributions. After reviewing the analysis of pro's and con's, they determined it is better financially to keep paying the annual contribution; they noted no other Councils are acting on the buy-out option either. However, they will revisit in FY26.

Judy then shared how investments of each of the three fund "buckets" (endowment, Land/Building/Equipment, permanently restricted) were allocated. The Subcommittee decided to change all three funds to a ratio of 60% stocks/40% bonds and to have active managers, since funds with those parameters have performed better.

Board Engagement Discussion – Risk Management (financial & reputational)

Board Chair's Closing Remarks

Board Chair Nicole LeVine thanked: Ellen Iobst and Fusun Bubernack for representing the Board at a screening of the new Frances Hesselbein documentary co-hosted by the United Way of the Greater Lehigh Valley, the Women's Council of the Greater Lehigh Valley Chamber of Commerce, and GSEP; Anne Baum, Ellen Iobst, Fusun Bubernack and Stacy Broad for attending the Cookies & Cocktails event for Take the Lead-Lehigh Valley; Terri Boyer for inviting GSEP to participate in Villanova University's National Women & Girls in Sports Day celebration; and Kathy Killian, Debbie O'Brien, Diana Cortes, Lorina Marshall-Blake, Judy Freyer, Joann Gonzalez-Generals, Terri Boyer, Harris Bock, Stephanie Kosta, and Mary Beth Biddle for attending Take the Lead-Greater Philadelphia.

She also congratulated Stacy Broad on her new job. Finally, Nicole reminded the Board of upcoming meeting and event dates.

Adjournment

The meeting was adjourned at 7:29 p.m.