girl scouts of eastern pennsylvania

Overview

Board of Directors Meeting

Tuesday, November 18, 2025
5:30-7:30 p.m. at Shelly Ridge

Mission Moment

Girl Scout Ambassador Eva K. from Chester County shared her Gold Award project. She created online lessons and a website focused on the use of AI for elementary and middle school students.

Management Report & Finance Update

CEO Kim Fraites-Dow announced the Council had surpassed the MY25 girl membership goal on September 30 and that final figure resulted in GSEP being named as the fifth largest Girl Scout Council in the country.

CFO Mike Vanic reported that GSEP ended Fiscal Year 2025 with a small surplus (however, the amount was smaller than originally budgeted). Primary reasons for this included the proceeds from the Cookie Program coming in under budget; the unexpected cancellation of the Department of Labor federal grant; and personnel expenses being lower than budgeted. He also presented a list of additional highlights and updates, including that out of 18 Capital projects in FY25, 14 were completed under budget (with four still in progress); GSEP's investments grew in FY25 (especially with the influx of the Laughing Waters conservation easement Year 2 payment); the FY25 Audit has begun; and the Council's state tax exemption has been filed and approved by the Pennsylvania Department of Revenue for another five years.

Kim then shared that renovations at Camp Mountain House have begun, with the goal of having the new Girl Program Center complete by next summer camp.

Chief Advancement Officer Gina Range reminded the Board that all three Take the Lead events will be held in new locations in 2026. She also explained that this year's events will focus more on higher awards (e.g., the stations during the networking hour will showcase Take Action projects and Calling All Girl Bosses).

Chief Marketing Officer Stacey Moyers shared that the Fall Product Program surpassed last year's gross income and this year's goal. More girls participated as well. The team is also prepping for the 2026 Cookie Program, which runs January 15-March 8. The local CBS affiliate in Philadelphia filmed a feature on the Girl Scout Cookie Program and will air it in January as part of the "52 Weeks of Firsts" in Philadelphia for the country's 250th anniversary. GSEP will also have one of the "1" statues around the city, celebrating the first commercially baked Girl Scout Cookie. The statue will be located outside PECO headquarters, since they were our partners in that first endeavor.

Kim concluded the Management Report with a synopsis of the Board Chair/CEO conference hosted last month by GSUSA. She reported that all the Councils are aligned on the new national strategy and reminded the Board that GSEP is creating our own new strategic plan using the national model.

Board Development Committee Report

Committee Chair Joann Gonzalez-Generals first thanked the Board for their participation in the annual Feedback/Retention Conversations, and she shared two highlights: all Board members are enjoying their time and service on the Board and they all appreciate the social activities outside of the meetings so they can get to know each other better.

On behalf of the BDC, Joann then presented a formal motion for the Board to approve a new non-Board volunteer on the Committee to fill the open seat (required by our Bylaws): Anne Baum. The new BDC member was approved unanimously.

Board Engagement: Strategic Planning

CEO Kim Fraites-Dow shared an overview of the current state of GSEP's Strategic Planning process , with the two primary areas of focus being 1) Improve the Member Experience and 2) Grow Membership.

A SWOT analysis was created from the discussions of the ten work groups, and common themes of areas to work on emerged: 1) develop a more intensive customer-service mindset (for clarity, consistency, and responsiveness); 2) staff development (for training, accountability, and retention); 3) volunteer dependence is vital (but we need consistency and recognition); 4) revenue diversification (beyond cookies); 5) leverage data and tech (for accuracy and insight); 6) brand storytelling focus needs to shift from scarcity to strength; and 7) risk awareness (in terms of safety, financial and reputational).

Kim then shared GSUSA's vision ("a world in which girls are confident, understand their worth, and have the skills to thrive") and value proposition ("Life Ready – for Today and Tomorrow") in which Girl Scouting "provides girls with the skills to navigate life with purpose and joy – discovering interests, building confidence, and becoming agents of change." The Program Experience Framework will promote the concept that troops offer six core experiences (traditions, product program, community service, outdoors & camping, troop trips & events, and badges/awards/patches). We also will position Girl Scouting as "the antidote to isolation and screen fatigue; building real-world confidence, connection, and belonging; and a trusted path for lifelong skills and leadership." Plus, we will evolve our revenue model to be 80% earned income and 20% contributed income (vs. the current 90/10).

Kim then reviewed the top five strategic objectives: 1) grow membership, 2) elevate program quality, 3) diversify revenue streams, 4) invest in people, and 5) improve member experience. She shared a summary of insights from delegates (gathered at last month's Fall Delegate Council meeting) as well as a list of suggestions and ideas from the staff. The final version of the strategic plan will be created and shared in early 2026.

Closing Remarks

Board Chair Nicole LeVine thanked Bunmi Ojikutu, Ellen Iobst, and Lorina Marshall-Blake for participating in the Calling All Girl Bosses kickoff events in September in the three respective communities. She also expressed gratitude to Jen Fox, Bunmi Ojikutu, Mary Beth Biddle, Crystal Ashby, Stephanie Sherry, and Girl Advisors Maggie M. and Makena S for attending the Fall Delegate Council Meeting in October. Finally, she also told Joann

Gonzalez-Generals and Ellen Iobst that she was grateful to her for joining her and Kim at the Volunteer Awards Ceremony earlier this month.

Nicole then congratulated Lorina Marshall-Blake on being named by *Philadelphia Magazine* as one of the 150 Most Influential People in Philadelphia and Ashley Russo for her company winning a Mid-Atlantic Emmy for Community Service

Adjournment

The meeting was adjourned at 7:36 p.m.