

Board of Directors Meeting

Wednesday, August 5, 2020 (5:00 – 6:00 p.m.)
Virtual Meeting

Board Chair Opening Remarks

Board Chair Debbie Hassan called the meeting to order at 5:09 p.m. Silver Award Girl Scouts Alexandra B. and Milani H. shared their project. They organized a day of service for MLK Day for their town of Upper Merion. They also created a Black History Month display with facts featuring local connections for their school's library.

Management Report

First, CEO Kim Fraites-Dow reported on the membership statistics for the current membership year as well as the Spring Renewal campaign. Maureen Maier, Head of Operations, and Vicki Lupica, Head of Marketing, then gave a report on Camp@Home, our virtual summer camp program. In five weeks of camp, 20 staff served more than 1,500 girls (193 of whom received camperships) through 19 unique programs. The campers were from all nine of our counties (and beyond!) and were primarily Daisies through Cadettes. Maureen also shared the overwhelmingly positive feedback we received from parents/caregivers. Vicki then reported on the fantastic media coverage our Camp@Home program received, including more than 4 billion impressions on social media.

Kim then explained that the Council is planning on closing out this fiscal year with a financial surplus (due to cost savings from the working in a virtual environment), which we intend to carry over for the next year (since the pandemic continues to impact normal operations.) Looking ahead to MY21, the staff have created myriad virtual programming ideas for the upcoming months, including GSEP Virtual Badge workshops for girls of all age levels; working with community partners for various online experiences; planning potential hybrid activities (like drive-in movies at camp); and promoting GSUSA-hosted special events and programs. Plus, the staff is working on enhancing and broadening online volunteer training. Finally, for the first time in three years, our girls will get to participate in a nut & magazine sale (all online).

Board Engagement

Board Members Deb Walters and Clare Freimuth, both National Council Session Delegates, offered a brief review of the six NCS proposals.

Board Chair's Closing Remarks

Debbie Hassan offered appreciation to Kim and the entire staff for their tremendous hard work during the pandemic. She also thanked the staff for sending the entire Board Girl Scout face masks so that they can continue to stay safe while advocating for girls. She reminded her sister Board members to renew their Girl Scout membership and submit financial donations before the end of the fiscal/membership year on September 30.

Adjournment

Debbie Hassan adjourned the meeting at 6:05 p.m.