

Board of Directors Meeting

Saturday, May 1, 2021 (9:00 – 10:00 a.m.)

Virtual Meeting

Board Chair Opening Remarks

Board Chair Debbie Hassan called the meeting to order at 9:09 a.m. The Mission Moment focused on thanking and celebrating the outgoing Girl Advisors as well as the outgoing Board member, Rita Lee.

Management Report

CEO Kim Fraites-Dow showed the current marketing images GSUSA has developed to promote the Spring Renewal initiative. She then shared the current membership statistics (in MY21 so far, we have 18,508 girls or 57% of the goal; 10,605 adults or 72% of the goal). The Spring Renewal initiative began on April 1, and a major factor in its initial success was the Becoming Me event featuring former First Lady Michelle Obama. Also, the staff is excited to host both in-person camp as well as virtual Camp@Home this summer. Kim shared that camp registration numbers continue to climb.

Kim then shared a short financial update, and she focused on the cookie program, which ended in March. During the 2021 Cooke Program, girls sold 2,767,056 boxes, which included 30,948 boxes donated to Hometown Heroes. The cookies sold via Direct Ship represented a 606% increase over last year. Even though MY21 saw a lower number of girls registered and less girls participated than the previous year, this year's sale saw the highest Per Girl Average in the Council's history: 235.2 boxes per girl (an average increase of 18 boxes over last year). The 500 Club includes 1,450 girls and there are 350 girls who are Cookie Bosses (i.e., they sold at least 1,000 boxes). Our top seller sold a record 9,032 boxes.

Finally, Kim gave a wrap-up of all three Take the Lead events. Collectively, more than 640 households tuned in to the virtual events and we raised 97% of our goal (or \$558,146). The aggregate amount raised in camperships was \$67,716.

Property Committee Report

Property Committee member Ann Donley announced the successful purchase two days before of a home and its 40 acres adjacent to Camp Mountain House. Later this year, Wildlands Conservancy will purchase 38 of those acres from the Council, while GSEP retains the house and the surrounding two acres (along with the road easement). The committee continues to refine the plan for the new girl program building at Mountain House. Finally, Ann reported that the Executive Committee approved the Property Committee's recommendation to sell a conservation easement at Camp Laughing Waters to Natural Lands (with certain parameters limiting the financial burdens on GSEP).

Board Chair's Closing Remarks & Adjournment

Debbie Hassan first reminded the Board of the upcoming Silver Awards virtual ceremony and the Gold Awards in-person celebration and virtual ceremony.

She also thanked Alison Snyder and Anne Baum for attending Take the Lead-Berks and Anne Baum, Marlene Beers, and Ann Donley for attending Take the Lead-Lehigh Valley, when GSEP honored Fusun Bubernack. She then congratulated Shelley Smith on being named her law firm's new Chief Diversity Officer.

The meeting was adjourned at 9:53 a.m.