

## **Meeting Overview**

# **Board of Directors Meeting**

Thursday, September 29, 2022

4:30-6:30 p.m. at Shelly Ridge

### **Meeting Opening & Mission Moment**

Board Chair Debbie Hassan called the meeting to order at 4:40 p.m. As tonight's Mission Moment, Girl Advisor Alex Scott shared a proposal she is working on as a result of her summer internship. Alex explained the concept of cryptocurrency and is proposing creating a Girl Scout "token" that could be used as a source of revenue for GSUSA and local Councils.

### **Management Report**

CEO Kim E. Fraites-Dow told the Board that the Council served 3,712 girls at our four resident and three day camps this summer. This was 500 more girls than last summer. Also, over the past few months, GSEP served 718 girls during the summer series (679 of whom were new members and have also been registered for MY23).

Kim then reviewed membership data for MY22 (which ends on September 30). As of September 29th, GSEP has 22,422 girl members and 14,724 adult members. The staff is currently uploading additional batches of girl memberships, so Kim anticipates officially ending the MY with more than 22,500 girl members. She also reported that GSEP remains in the Top Ten Councils in the country, and our council had 11.7% growth from MY21, which was the highest in the Top Ten Councils. Kim also presented graphs illustrating five-year membership trends.

Finally, Kim told the Board that the girl membership goal for MY23 is 30,000 girls (25,000 in traditional troops and 5,000 in series). Currently, the girl membership for MY23 is almost half of the goal (14,604 girls, which is a 4.2% increase YOY). A major focus in MY23 will be growing our membership in the city of Philadelphia. The staff is also hyper-focused on serving K-3 girls in every school, since the pandemic halted those efforts for the past two years. Plus, the Mission Delivery Teams were restructured over the summer to be regionally based, so that the Community Engagement, Volunteer Experience, and Girl Experience departments are now working together in regional teams.

### **Board Committee Report**

#### **Finance Committee:**

CFO Mike Vanic first shared a comparison of the original FY22 budget vs. the FY22 forecast. During the pandemic in the summer of 2021, the Council had budgeted for a six-figure loss. However, since most of the revenue lines were over budget, the expense line is positive (due to open staff positions), and we received the PPP loan forgiveness, we are forecasting a small surplus at the end of FY22.

Mike then introduced the proposed FY23 Budget. He explained that while the selling price of cookies is being increased by \$1 (GSEP is the last Top Ten Council and last in our region to increase to \$5/box), we are anticipating a lower number of boxes sold due to the rise in price. Mike explained that some of the increase is due to the increased cost of production, ingredients, shipping, and incentives, so it is not entirely all new profit. The Council is also budgeting for a 9% increase in revenue in the Fall Product Program line.

He also told the Board that two other major differences in FY23's budget are an anticipated increase in revenue from summer camp (we are anticipating serving 700 more girls YOY) and greater expenses due to subsequent higher camp expenditures and also more staff joining the Council. Mike also explained the increased planned expenses in FY23. The main reasons are more staff (93 FTEs vs. the 85 in FY22) and subsequent expenses (benefits, salaries, etc.), inflation (for utilities, travel, shipping, etc.), and the 2023 National Council Session expenses.

The proposed FY23 Capital Budget is slightly higher than normal due to some necessary infrastructure expenses for safety reasons (e.g., Shelly Ridge needs a new roof and replacing the decking at one of the tent units at Mosey Wood).

On behalf of the Finance Committee, Chair Marlene Beers read the resolution that the FY23 Operating and Capital Budgets be approved. The Board voted unanimously to approve both budgets.

### **Acknowledgements**

Board Chair, Debbie Hassan congratulated Allison Green Johnson on her recent appointment as the new head of corporate responsibility and president of the Lincoln Financial Foundation. Debbie also offered thanks to Ann Donley and Deb Walters for co-chairing the Adult Camping Weekend. Deb W. reported that this year's weekend was the most successful in history and GSEP will be able to award 20 \$1,000 scholarships to graduating seniors this year due to the ACW Committee's fundraising efforts.

Debbie H. reminded the Board that the Fall Delegate Council Meeting is being held immediately after the Board meeting and that all Board members are encouraged to attend.

The meeting was adjourned at 6:31 p.m.