

Board of Directors Meeting
Girl Scouts of Eastern Iowa and Western Illinois
January 21, 2021
Zoom Conference Call

Present: Sarah Beckman, Teresa Colgan, Jill Dashner, Laura Ekizian, Chelsea Hillman, Beth Nickel, Anna Patty, Anne Ryerson, Tracy Schwind, Jessica Kendell, Ella Rosenthal, Lily Mitchell, Tim Conlon, Theresa Dunkin, Rachel Savage, Andrew Abbott

Absent:

Staff: Diane Nelson, Shelly Wells Cain, Roxie Lucas, Kelly Campion, Maura Warner, Allison Johnson

Guest: Auditors – Kyle Kass and Paul Tomkins

Welcome & Introductions:

Jill Dashner welcomed those in attendance and declared a quorum at 4:38 PM.

Consent Agenda (action):

Jill Dashner presented the consent agenda. After review of the consent agenda it was brought to the chairs attention that the Risk Management Plan is in need of updates and should not be approved. The Risk Management Plan was removed from the consent agenda and will be discussed at the next meeting.

Teresa Colgan made a motion to accept the consent agenda after omitting the Risk Management Plan. The motion was moved by Tim Conlon. With no further discussion, the motion passed.

Finance (action) (see attached):

Sarah Beckman, introduced the auditors Kyle Kass and Paul Tomkins. The auditors presented the overview of the 2020 audit report.

Sarah Beckman, Chair of the Finance Committee made a motion to approve the draft of the audit report as presented. Teresa Colgan made a second.

Andrew Abbott made a motion to table the audit report until the draft is in final form.

Discussion followed and without a second to Mr. Abbott's motion, the motion was withdrawn.

Laura Ekizian stated she would support approving the draft as presented, assuming no changes are made to the draft audit. If there are changes in the final version, the board requests that it

be presented to the board for a second review. The motion to approve the draft audit report carried with that understanding.

Board Development:

Anne Ryerson, Board Development Chair gave the board development update. Anne encouraged any leads that would be a great fit for our board be brought to her attention for Diane to reach out.

New Board Members:

- We currently have 13 board members and 4 vacancies
- Areas of interest include Cedar Rapids and Dubuque
- Areas of Expertise: Technology

Renewing Board Members:

Renewing during our annual meeting for a two year term 2021-2023:

- Jill Dashner, Chair
- Teresa Colgan, Vice Chair
- Sarah Beckman, Treasurer
- Anne Ryerson, Secretary and Board Development Chair
- Chelsea Hillman
- Tracy Schwind
- Theresa Dunkin
- Anna Patty

Girl Board Members:

We had 4 applications and are currently interviewing for our new girl board members.

Marketing Update (see attached):

Maura Warner, Vice President of Marketing presented the marketing update.

Fund Development:

Shelly Wells-Cain presented the fund development update.

Dollars Raised to Date:	\$293,570 - 12.31.2020 (\$188,590 same time FY20)
New Donors:	50 donors – Amount of new gifts \$18,300
Retention Rate: FY20year)	25.37 % (not complete as this is comparing 1 st qtr to whole
Increased Gifts:	18 donors – Amount of increased gifts \$82,920
Reactivated Gifts:	50 donors – Amount of reactivated gifts \$89,890

Highlights:

100% Board Support Resulting in \$16,800

92% Staff Support resulting in \$11,600 (waiting on a few others)

Largest Gift- Hubbell Waterman Foundation \$30,000 Grant

Largest Individual Gift - \$14,000 from random individual in Burlington

Reactivated Gifts - \$25,000 from both Bechtel Trust and Arconic Foundation

Ramped Up Stewardship Focus – Reporting back to donors on how investment was used

2nd Quarter Development Focus:

Tax Letters

Annual Report

Special Event Sponsorships (Woman of Distinction, One Tough Cookie, Waterloo Event)

Capital Projects at Camp Liberty

Corporate Gifts

Giving Circle Strategy (\$1,000+ annual giving)

****Reminder** - We believe the board can be most helpful in securing revenue by increasing exposure, expanding contacts, and making asks. This committee will work with staff to figure out how we connect those dots. We will create a strategy for each name you share – even if adding them to appeals.

Strategic Plan Update (see attached):

Allison Johnson, presented the strategic plan update. In order to focus on the strategic areas EIWI is asking the board to consider extending the strategic plan till 2023.

There was a motion made by Teresa Colgan to accept the presented strategic plan update, it was seconded by Anne Ryerson. No discussion or questions followed and the motion carried.

National Convention (see attached):

Ella Rosenthal, Girl Board Member and Delegate for the 2020 National Convention presented the findings of the 2020 National Council Session.

President Report:

Jill Dashner, Board Chair presented the president report:

Town Halls:

Town Halls are an opportunity to strengthen the connection between Girl Scouts and the community. The meetings allow participants to receive information from staff and then give input to the council leadership, influencing policy and operational decisions.

Our Town Hall dates are:

Tuesday, January 26th from 5:00-6:30 and **January 28th** from 7:00-8:30pm. Please log on to the Girl Scout home page to register to participate.

Annual Meeting:

March 18th we will hold our board meeting via Zoom from 4:30-5:30, have a brief break and then the Annual Meeting will start at 6:00pm.

The annual meeting is an opportunity for our membership to understand what has transpired in Girl Scouting in the past year. We are reminded we stand united with all other Girl Scouts across our council. Our board members are reelected in front of the membership, Diane presents the Stewardship and Treasurers report for 2020 and a few other business items are addressed.

Jill encouraged all of board members to attend to represent the Girl Scout Board of Directors. There will be a link to register up on the website next week and Kelly will email it out.

CEO Report (see attached):

Diane Nelson presented the CEO report.

A motion was made by Tracy Schwind to adjourn the meeting at 6:22. A second was made by Tim Conlon. The motion carried.

Minutes recorded by Kelly Campion, EA.