2023 Annual Meeting Minutes – March 23rd 2023

Virtual Meeting supported by: Zoom and Simply Voting

Official Meeting

*Credentials*

Board Chair Jill Dashner, called the 2021 virtual Annual Meeting of the Girl Scouts of Eastern Iowa and Western Illinois to order at 6:05 pm.

Chelsea Hillman, Board Chair Director, confirmed that there were 53 virtually present voting members in attendance and Ms. Dashner noted the business meeting was officially in session in accordance to bylaws of our council. Article 1 Section 6 states 50 voting members registered 60 days prior to the current year annual meeting will constitute a quorum.

*Approval of Minutes of 2022 Annual Meeting*

First item of business is the approval of the 2022 Annual Meeting Minutes. There were no corrections to the minutes and via a virtual vote, the 2022 minutes were approved as submitted.

*Board Development Committee Report*

Board Chair Jill Dashner introduced Chelsea Hillman, Chair of the Board Development Committee, to present the Board Development Committee Report.

The Board Development Committee was charged by the Board Chair with compiling a slate of nominees that possess the skills necessary to successfully achieve the long-range strategic plan.

The Board Development Committee recommended the following persons as nominees to serve as ex-officio non-voting members of the Board of Directors for a one-year term:

* **Divya Ramadugu, Cedar Rapids**
* **Rachel Johnson, Cedar Rapids**

Board of Directors, Members at Large – Renewing Terms

The following candidates have been offered by the Board Development Committee for the Board of Directors, Members at Large to renew their term of service for a 2 year term, 2023-2025.

Board of Directors, Officers – Renewing Terms

* **Tracy Schwind, Davenport**

The following candidates have been offered by the Board Development Committee for the Board of Directors, Officers to renew their term of service for a 2 year term, 2023-2025.

* **Jill Dashner**, **Chair**, Cedar Falls
* **Mary Ann Brown, Treasurer, Burlington**
* **Chelsea Hillman, Board Development Committee Chair, Iowa City**
* **Teresa Colgan, 1st Vice Chair, Burlington**
* **Anne Ryerson, Secretary, East Moline**

Board Development Committee, Member at Large

The following candidates have been offered by the Board Development Committee for the Board of Directors, Members at large, for a 2 year term, 2023-2025.

**Jan Nichols, Cedar Rapids**

**David Blankenship, Cedar Rapids**

The following candidates have been offered by the Board Development Committee for the Board Development Committee, to serve a term of 1year, 2023-2024.

* **Chelsea Hillman**, Davenport

*Financial Report*

**Mary Ann Brown**, Treasurer reported on our Financial Report Highlights.

* Fund Development surpassed budget by $3.1 mil
* $1.4 million from philanthropist Mackenzie Scott
* $1.3 million from PPP and ERTC Programs
* Rachel Wheeler matching gift of $100,000
* Cookie revenue surpassed our goal by $607, 124
* Retail sales surpassed by budget by $22,000
* Unrealized losses in investments of $1.6 mil
* Gain on sale of parcel at Camp Little Cloud $100k
* Financial Assistance provided: $135k
* FY22 Net Income - $1,357,487

*Stewardship Report*

Diane Nelson, CEO for the Girl Scouts of Eastern Iowa and Western Illinois, presented the stewardship report for the 2022 fiscal year.

The Stewardship Report provides an update on the efforts of the council for FY 2022. To guide our council’s course of action, a Strategy Plan was built around the council’s five strategic focus areas; Quality Girl Scout Delivery Models, External Marketing, Diversity, Equity and Inclusion (DEI), Financial

Future, and Talent (Staff & Volunteers). FY 2022 was our council’s third year with this strategy plan which continues through FY 2023.

The council has already begun gathering input from key groups of volunteers, families, girls and communities to develop our next strategy plan for FY 2024-2026. Focus groups, listening sessions, survey results and strategic analysis will be leveraged in the development of our future strategy.

Here is the strategic impact made in FY 2022:

**Strategic Focus Area - Quality Girl Scout Delivery Models**

Strategic Focus Area Objective - Create and deliver a quality Girl Scout model to meet the needs of market segments.

National Alignment – Reach and retain more girls, Transform the volunteer experience, and Equity

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**Key Areas of Impact**:

Community Outreach –

* Achieved community outreach goal, increased from 2,900 in 2021, to serve over 3,500 Girl Scouts in 2022. Retention rate rose from 28.2% in 2021 to 54.4% in 2022.
* Served 100% of girls at eight elementary schools in the Waterloo Community School District and over 200 girls through Black History Month and Women’s History Month programs with select sites in Waterloo, Cedar Rapids, and Quad Cities.
* Hosted a two-night overnight at Camp Little Cloud for 28 Girl Scouts to experience camping in the outdoors.
* Revamped piloted program themes for Black History Month and Women’s History Month and created an Asian American Pacific Islander Heritage Month program.
* Developed pilot with school partners to increase cookie program participation with community outreach in 2023.

Community Engagement –

* Achieved 100% of council membership goal on July 6, 2022. (99.7% as of June 30, 2022)
* Exceeded the 2022 council membership goal with 10,279 girls.
* Secured a market share of 8.1% of eligible girl population, 7th highest market share in the nation. Achieved benchmark of 75% council membership registered by September 2022 ahead of the 2023 membership year.
* Conducted a Daisy membership campaign to recruit new Daisies with an extended year membership for 2022 and 2023.
* Implemented a renewal campaign to incentivize girls and adults to reregister for 2023 and hosted Imagine Nation events across the council in May and June to promote renewal.

Girl Experience –

* Achieved the year-end goal of 70% girl retention for girls in volunteer-led troops for 2022.
* Hosted 159 events for a total of 3,277 attendees.
* Promoted Halloweekend, a large-scale council event held in October at Camp Liberty, to Girl Scout troop and families resulting in over 700 participants.
* Served 98 participants at Learn to Lead, a conference centered on mental health and wellness for Girl Scouts in Middle School and High School, at Camp Liberty in November 2021.
* Partnered with Moline Community School District to pilot Leading TogetHER, a half-day leadership conference serving 100 girls in middle school in February 2022.
* Held Celebrate Girl Scouts and Journey the World in April in Bettendorf, IA with over 900 participants.
* Hosted Raise Your Voice leadership conference in June 2022 to 51 Girl Scouts in middle school and high school to learn about environmental sustainability at Luther College in Decorah, IA.
* Launched online event calendar for 2022-2023 membership year in August. Implemented regional events for Kindergarten – 3rd Grade in fall 2022.

Product Sales –

* Increased girl participation in cookie sale program to 72%, an increase of 18% over 2021 and Per Girl Average (PGA) was up from 199 packages to 229 packages, an increase of 15%. Troop participation was at 78%. Girl Scouts sold 1,016,932 packages of cookies in 2022.
* Enhanced Fall Sale Program incentives to offer more program credit options, instant rewards at the 45 level, and an online participation incentive for troops.
* Celebrated 130 Girl Scouts at the 700 or above level with a Day at Adventureland. Launched a Girl Executive Club with Girl Scouts selling above 1,000 packages of cookies to provide insight into future sales. Girl Scouts distributed 40 cases cookies to the military at a Care to Share event during Red, White and Boom in Davenport, IA.

Outdoor Program –

* Exceeded the goal for registered campers with 1,088 campers.
* Launched a week long pre-camp training with a full camp staff to learn the Girl Scout Leadership Experience, safety and risk management, different learning styles, manage age levels and specialized activities.
* Secured 300 Very Important Camper (VIC) from families expressing early commitment for their Girl Scout to sign up for camp in 2023.
* Held Fall equestrian sessions for Girl Scout weekend riding.

Net Promoter Score:

Girl Scout Voices Count is a survey sent from the national organization to our girls, parents and volunteers. Our council strives to provide a great Girl Scout experience and great service to retain Girl Scouts year after year. It is important to have this feedback from our membership – we encourage all who receive the Girl Scout Voice Count survey each April to complete it.

Part of the survey is a Net Promoter question of would you recommend. The Net Promoter Score is calculated based on the promoter responses with a high 9 or 10 and subtracting detractors anyone who responded 6 or lower.

Girl Net Promoter Score went 21 up to 31.

Parent Net Promoter Score stayed steady from 21 to 20.

Volunteer Net Promoter Score declined from 22 to 15.6.

Satisfaction:

Another area asked about in the Girl Scout Voices Count survey is Satisfaction.

Girl Satisfaction went from 35 to 49. This improved 14%.

Parent Satisfaction improved from 69 to 76.7, up almost 7 %.

Volunteer Satisfaction went up 5% from 66 to 71.

Outcome Indicators:

* Outcome results are captured in the Girl Scouts Voices Count survey. The longer time a member is in Girl Scouts the more they experience to achieve the Girl Scout outcomes.
* Sense of Self - the outcome indicator for our council was at 64 in 2022 and the national average for this outcome is 68.
* Positive Values - the outcome indicator for our council was at 64 in 2022 and the national average is 68.
* Challenge Seeking - the outcome indicator for our council was at 50 in 2022, slightly ahead of the national average of 48.
* Healthy Relationships was 49 in 2022. The national average for this outcome is 51.
* Community Problem Solving - the outcome indicator for our council was 43 in 2022. The national average for this outcome is 47.

**Strategic Focus Area - External Marketing**

Strategic Focus Area Objective - Extend messaging to convey the impact of Girl Scouts to the broader community.

National Alignment – Reach and retain more girls, Relevant brand

**Key Areas of Impact:**

**External Marketing –**

* Social media had 428,365 impressions including Facebook, Instagram, and including a new council TikTok account. Digital ads on social media targeted parents of K-5 girls to join Girl Scouts.
* Website usage remains strong with 277,700 sessions with 214,600 visitors.
* Media covered 65 stories with a focus on major donors, back-to-school recruitments, fundraising events, troop stories and the cookie sale program.

**High Awards Highlights for FY 2022:**

*High Awards completed by February 2022 and recognized at Honoring Excellence in April 2022.*

* 115 Bronze Award Girl Scouts
* 35 Silver Award Girl Scouts
* 9 Gold Award Girl Scouts
* These high awards represent over 4,770 hours of impact in the community by area Girl Scouts.

**Strategic Focus Area – Diversity, Equity and Inclusion (DEI)**

Strategic Focus Area Objective - Ensure our council keeps DEI as a priority and becomes a consistent way of work.

National Alignment – Equity, Reach and retain more girls, and Transform the volunteer experience

*Approved as a Strategic Focus Area by the Board of Directors in January 2021.*

* Piloted DEIARJ program for all age levels with virtual troops in Winter 2022 for council-wide availability for the upcoming troop year.
* Community Outreach presented programs for Black History Month and Women’s History Month with sites in 2022, revised for 2023, and created an Asian American Pacific Islander Heritage Month program for 2023. Outreach continues to work with superintendents and school administrators to capture race and ethnicity demographics for each girl served through community outreach sites.
* Collected racial/ethnic information for summer resident campers and used data to update our council records for participants.
* Employee Handbook was updated with gender neutral pronouns and harassment policy updated to include gender identity.
* Eyes Open Iowa presented a DEI training on Gender Identity to all staff in March.
* DEIARJ Task Force launched a monthly DEIA-RJ Newsletter for staff to highlight holidays, events, articles, podcasts and more to embrace inclusivity and celebrate diverse cultures.

**Strategic Focus Area - Financial Future**

Strategic Focus Area Objective - Strengthen funding to sustain the organization, now and in the future.

National Alignment – Reimagine revenue sources, Effective Operations

**Key Areas of Impact:**

Financial Management -

* Finished FY 2022 with a healthy financial position with a year-end surplus and good cash flow.
* Migrated finance system from Great Plaines to MIP Abila for FY 2023.
* Provided $ 135,607 in financial assistance for our members in 2022.

Increase Funding, Sustain Giving -

* Received our largest corporate gift to date for FY 2022 with a $35,000 grant from Transamerica to ‘Help Girls Learn to Love Nature’ through outdoor programs.
* Secured a grant for $25,000 from the Otto Schoitz Foundation in Waterloo, IA.
* Women of Distinction event in the Burlington area recognized former staff member and community leader Joyce Vance as this year's honoree. In its 20th year, the event netted its highest amount in its history of $25,000 through sponsorships, support from attendees and an amazing volunteer committee.
* Held Glamp, a fundraising event at Camp Liberty, for 77 participants with $27,747 generated.
* 53 individuals are in the Juliette Gordon Low Society for planned giving.
* 29 donors in Emerald Circle for annual giving above $1,000.

Property -

* Held a Grand Reopening community open house at Camp L-Kee-Ta with over 100 visitors experiencing property improvements, plans, and awareness of available property rental.
* Developed plan to renovate Camp Little Cloud entrance, create a target sports center and make improvements to cabins.
* Developed plan and began replacement of bridge to Camp Liberty, completion of Horseshoe Bend cabins and renovations of Trails End unit.

Technology -

* Utilized technology with 67% of the Girl Scouts on the Digital Cookie platform and 1,576 booth sales signed up for by troops through the eBudde cookie system.
* Managed remaining cookie inventory to less than 100 cases and 2,171 cases (26,032 packages) of cookies donated.
* Launched a new facility reservation system, Think Reservations to improve the reservation experience by streamlining reservations for Girl Scout and Non-Girl Scouts and helping track financials.
* Set up registration for summer resident camp 2022 in Doubleknot to include racial/ethnic participant information.
* Transitioned registration for High Ropes, Very Important Camper (VIC) program, and Fall Equestrian sessions from DoubleKnot to gsEvents system.
* Developed reports and dashboards for spring renewal, data quality and the 2022-2023 membership year. Updated Looker system onboarding for staff and volunteers.
* Selected Camp Docs as the registration system for 2023 Resident Camp program.

Retail Diversification -

* Girl Scout Shop initiatives resulted in $130,000 net sales.
* Reached sales totaling $3,546 for the Trading Post at Halloweekend. Held pop-up shops at Journey the World with sales totaling $7,000 and at Imagination events totaling $3,788.
* Hosted first Fall Product Snack & Shop in Bettendorf and Cedar Rapids Girl Scout Shops resulting in $4150 retail sales.
* Scheduled troop shopping nights for when a whole troop wants to come shop for new uniforms.

**Strategic Focus Area - Talent (Staff & Volunteers)**

Strategic Focus Area Objective - Invest in the development of staff and volunteers to retain essential talent.

National Alignment – Transform the volunteer experience, Effective operations and Equity

**Key Areas of Impact:**

Volunteer Support and Recognition -

* Offered Leader Low Down, an in-person volunteer training conference in November professional development.
* Assessed in-person and virtual trainings offered for leaders and moved virtual trainings to gsLearn.
* Offered skill builder virtual trainings for service team members to increase their skills.
* Held Courage, Confidence and Campfires training event for 42 adult participants to build skills in outdoor basics, outdoor cooking, archery, and challenge course to support Girl Scout experiences in the outdoors.
* Updated Troop Travel and Overnight Troop Readiness training to improve leader's experience.
* Hosted Service Unit Director retreat in August 2023 with 40 volunteers attending and conducted listening session to collect volunteer input for 2023.
* Determined action items to improve the volunteer experience and utilize input with Leader Low Down committee and Community Engagement team.
* Enhanced gsLearn training paths for new and existing leaders, and SUD Facebook communications. Updated New Leader Onboarding process and New Leader's Guide to Success.
* Revised the leader and service team recognition process to include recognition throughout the year. Announced two new volunteer awards, developed by the Award and Recognition Committee, at the SUD retreat.
* Honored volunteers with 30 service units achieving the President’s Award, 38 Volunteer Years of Service at 20+ years, 60 Volunteers of Excellence, 21 Appreciation Pins, 6 Honor Pins, and 3 Thanks Badge honorees.
* Sent a quarterly alum newsletter with information on upcoming events, volunteer opportunities, and how to stay connected. Developed plan to host events and trips for alums including a winery meetup, Club Adventures travel experience, and an alum trip to Mexico.

Staff Recognition –

*The council Staff Recognition Committee coordinated several activities throughout the year to encourage and engage our team.*

* Hosted a staff family picnic in October at Camp Liberty.
* Celebrated the holidays with staff at each office before the winter break and for Valentine's Day.
* Celebrated Girl Scout birthday week in March with cupcakes and handwritten thank you notes.
* Sent all staff emails for milestone award celebrations and social media posts for 20+ years.
* Marked the beginning of summer with an ice cream party in each office.
* Celebrated the council's successful year of 2022, milestone anniversaries for 15, 20 and 25 years, provided light breakfast for staff and wrote thank you cards to camp staff during the July all staff meeting.

Staff Development –

* Provided an opportunity for 29 staff members to attend the Council Staff Summit 4-day virtual training by GSUSA in February.
* Held a DEI training on Gender Identity during the March all staff meeting. Encouraged staff to attend virtual trainings for Time Management and Conflict Resolution hosted by GSUSA.
* Sent 4 staff, along with CEO, to GSUSA Leadership Summit in Philadelphia, PA in April 2022.
* Completed Community Engagement Manager survey with service unit volunteers providing feedback for staff and implemented a mid-year performance evaluation for all staff to review goals with their supervisor.
* Presented health and wellness training through Statera, LLC on Decluttering Life at all staff meeting in July and provided additional webinar series on Life Simplified.
* Through 2022, eleven staff attended Sandler Foundations training and three staff members went to Sandler management training at Edith Macy Conference Center. Two staff members attended the virtual Sandler Foundation session.
* Human Resource attended SHRM regional conference in early October 2022.

Together, partnering with families, volunteers, and the community, Girl Scouts made an impact on the lives of girls in 2022. Our volunteers and staff are champions for Girl Scouts. Their dedication to every Girl Scout is commendable. With supportive adults, we ensure girls have opportunities to fulfill their potential, build meaningful friendships, and make the world a better place. Thank you for all you do for our Girl Scouts!

*On line Voting Results*

Board Chair, Jill Dashner read the online voting results:

* 2022 Minutes-Approved
* Girl Board Members-Approved
* Board of Directors – Members at Large and Officers – Renewing Terms-Approved
* Board of Directors – Members at Large-Approved
* Board Development Committee – Member at Large – Renewing Terms-Approved

Next, Board Chair, Jill Dashner thanked GSEIWI’s outgoing girl board members for their dedication and support to Girl Scouts of Eastern Iowa and Western Illinois.

* Megan Plumley
* Gwen Canney
* Ally-Anna Wheeler

Board Chair, Jill Dashner thanked GSEIWI’s outgoing board member Theresa Dunkin for her 14 years of dedication and support to the Girl Scouts of Eastern Iowa and Western Illinois.

*Closing*

Jill Dashner asked for a motion to adjourn the 2023 Annual Meeting at 6:45 pm. After a virtual vote took place, the 2023 Annual Meeting came to a close.

Mallory West, Executive Assistant

Recorder for the Annual Meeting