Board of Directors Meeting

January 18th, 2024

Teams.

**Present:** Mary Ann Brown, Teresa Colgan, Chelsea Hillman, Clara Garman, David Blankenship, Andrew Abbott, Anne Ryerson, Laura Ekizian, Rachel Savage and Tracy Schwind

Girl Board Members Present: Rachel Johnson, Divya Ramadugu and Megan Graves.

**Absent:**, Emerald Smith, Jill Dillon, and Delia Dreifurst, Jill Dashner, Beth Nickel, Tim Conlon

**Staff:** Diane Nelson, Allison Johnson, Roxie Lucas, Nikki Habben, Shelly Wells-Cain, Stacy Conforti, Maura Warner and Mallory West

**Welcome & Introductions:**

Teresa Colgan, Vice Board Chair, welcomed those in attendance and declared a quorum at 4:07PM.

**Finance: (Action)**

Mary Powell from RSM gave our Audit Report. We are doing very well not spending any extra money. There was nothing to be noted from the Audit. Comments were made that the auditors did a great job presenting and that the report was very easy to read and understand compared to previous years. Teresa Colgan asked for a motion to accept the Audit. Mary Ann Brown moved Teresa’s motion, the motion was seconded by Andrew Abbott. No discussion followed, all were in favor and the motion carried.

**Consent Agenda (action):**

Vice Board Chair, Teresa Colgan asked for a motion to accept the consent agenda. Mary Ann Brown moved Teresa’s motion after some grammar corrections, the motion was seconded by Tracy Schwind. No discussion followed, all were in favor and the motion carried.

**2024 Camp Program:**

Stacy Conforti presented about Summer Camp, Capital Budgets and Outside Usage. We have as of today January 18th, 2024 271 girls registered for camp. Camp opened on January 16th to our V.I.C. which are girls who have attended camp the year before and have paid to register early to get the popular sessions. We have 509,600 planned projects right now and we have spent 76,906 in our 3rd Quarter. The reasoning we had to spend so much was due to the furnace going out and then having a fire in the furnace room. We are hoping to finish Aubrey’s Place the 2nd week in February. For our Girl Scout’s rental of camp goal is $31,500 for our Non Girl Scout rental of camp goal is $125,000. We use our camps for family reunions, weddings and other non-profits. We are also very appreciative with our partnership with Conlon Construction.

**Marketing:**

Maura Warner, Vice President of Marketing and Retail presented on where we are headed for 2024 and about our Rustic Iowa Venue. Maura let us know how Girl Scouts is marketing **Internal** (E-mail, flyers, guides & Direct Mail**) External** (Advertising, public relations, LinkedIn, RusticIowaVenues.com) **Both** (Facebook, Instagram, Pinterest, TikTok, Apparel & Patches) Maura then asked if anyone else had suggestions for getting outside rentals for our camp’s. Chelsea Hillman suggested reaching out to the chamber about doing events, also reaching out to the HR Conference Event to see if they could let their businesses know. Tracy Schwind suggested reaching out to Big Brother and Big Sisters. Our Girl Board Members offered their advice from their generation and Rachel Johnson suggested more pictures and videography from our camps. Divya Ramadugu suggested more of a social media presence and Megan Graves suggested posting on-line more events that we are hosting out at camp for other businesses to see. David Blankenship suggested we do a drone view of camp. What the person would see walking through camp. Megan Graves was suggested as someone who would be able to help with this.

**President Report:**

Teresa Colgan, Vice Board Chair let us know that that our Annual Meeting will be held on March 21st and will last longer than 6pm. At our Annual Meeting we renew and have the member’s at large vote on our recommendations to the Board. Teresa Colgan also mentioned if you hadn’t made your Board pledge to please do so on-line. Shelly also talked about Birdie’s for Charity as another option.

**CEO Report:**

Diane mentioned that we have our next meeting as our Annual Meeting from 4pm-5:30pm and then dinner will be served before the Annual Meeting will begin which will be held on-line.

As of today January 18th we have sold 55,000 cookies. We are off to a great start. We are at 75% of our membership goal with 8,458 girls registered and our goal is 11,000. We are at 85% of our traditional goal and 58% of our Outreach goal.

**Adjournment:**

Vice Board Chair, Teresa Colgan asked for a motion to adjourn the meeting at 5:24 PM. Laura (Divot) Ekizian moved Teresa’s motion, the motion was seconded by Anne Ryerson, all agreed unanimously and the motion carried.

Minutes recorded by Mallory West, Executive Assistant.