

Annual Meeting – April 23, 2016

The Board of Directors of Girl Scouts of Eastern Iowa and Western Illinois met at Keppy Hall at Mississippi Valley Fairgrounds in Davenport, IA at 10:00 a.m.

Board Chair, Teresa Colgan, called the 2016 Annual Meeting of Girl Scouts of Eastern Iowa and Western Illinois, to order at 10:00 a.m. at Keppy Hall at Mississippi Valley Fairgrounds in Davenport, IA

*Welcome & Introductions:*

Board Chair, Teresa Colgan, welcomed the attendees and explained the agenda and the program that would follow. She also explained that we would be honoring our volunteers during the annual meeting. Ms. Colgan introduced Sarah Mellecker, a junior at Pleasant Valley High School in Bettendorf, Ia., who just earned her Gold Award.

Sarah shared about her Gold Award project: *Save the Owls*. She has always loved owls, not only because they are beautiful birds, but they are also helpful to people. They eat crop destroying insects which is important in Iowa. Her goal was to make safe homes for owls away from roads and humans where they will be free to fly as they want and to inspire others to protect these majestic birds. Sarah made Owl Boxes. They imitate owls' nests but are safe and keep them safe from other animals who hunt them.

Next to be recognized was Rita Thomsen, a Lifetime Girl Scout Member. Rita has also been a troop leader, Service Unit Director, Master trainer, District Director and Council Vice President. She shared that she has been a Girl Scout volunteer for over 55 years. She earned her Gold Award, or First Class Award, 71 years ago. She also told the members how the names of the Girl Scouts levels have changed and she also remembered the name of her leaders.

Throughout the meeting, camp trivia questions were offered and the winners were given token gifts. Troop numbers were also drawn and incentive gift baskets awarded to those who had re-registered prior to the Annual Meeting.

**OFFICAL MEETING**

*Credentials*

Board Chair Colgan asked if a quorum had been confirmed. Theresa Dunkin, board secretary, confirmed that there were 119 voting members in attendance and Ms. Colgan noted the business meeting was officially in session.

*Approval of Agenda*

The first item of business was the Approval of the Agenda. Board Chair Colgan noted that the assembly needed to approve the Rules of the Annual Meeting before continuing. Without objection, the assembly proceeded to approve the Rules of the Annual Meeting:

Rule 1

All debate must be relevant to the question immediately before the council.

Rule 2

Only persons who are members of the Girl Scout movement, fourteen (14 years of age or older, registered through the Council shall be members of the corporation. All members, except members who are employed staff, may introduce motions, debate, and vote.

Rule 3

No one may speak for more than two minutes at any one time, nor more than twice on the same question.

Rule 4

When addressing the Chair, the voting member shall seek recognition from a microphone, and then shall state her/his name and whether she/he is speaking for or against the motion or presenting another motion.

Rule 5

All motions pertaining to the bylaws must be presented in writing and given to the chair or her/his designee.

A motion was made and seconded to adopt the Rules of the Annual Meeting. The vote was in the affirmative and the motion passed.

*Approval of Minutes of 2015 Annual Meeting*

Minutes of the 2015 Annual Meeting of the Girl Scouts of Eastern Iowa and Western Illinois were approved as submitted.

*Recognitions*

Teresa introduced several other Gold Award Honorees: Marty Beck, Janelle Black, Carla Behrend and Tiana McGuire. These leaders and Service Unit Directors earned their awards from 1970 - 1992

*Board Development Report*

Board Chair Colgan introduced Board Development Chair, Marika Jones, who reviewed the work of the committee. She reminded those in attendance that the membership voted in 2014 to reduce the size of the board from 29 to 21 members. This amendment took place in 2015. Due to this change new board members will be offered three- 2 year terms of service. After conversation with GSUSA Governance, a one year adjustment was made to the ending term dates for the existing board to avoid one-half of the board leaving at the same time and to create consistency going forward.

The committee presented the following persons as nominees for girl members-at-large on the Board of Directors:

- Sierra Pope – Williamsburg, IA
- Mary Therese Gerhmann – Bettendorf, IA
- Rachel Jaeger – Dubuque, IA

Girl members-at-large were elected by a voice vote.

Nominated for the Board Development Committee:

- Cherlyn Foster, Le Claire, IA - member at large

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Board Development Committee members were elected by a voice vote.

All current and new Board of Director members gathered for installation and recitation of the oath of office. They were then presented to the membership as the 2016-2017 Board of Directors.

Outgoing board members; Kasia Luebbe and Mallory Roudabush were recognized for their dedicated support to Girl Scouts of Eastern Iowa and Western Illinois.

#### *Recognitions*

Another group of council members were recognized for their Gold award achievements: Alyson Anton, Allison Johnson and Mallory Roudabush.

#### *Treasurer and Stewardship Report*

Council Treasurer Lee Mowers updated the members on the council financial situation for the fiscal year 2015. The official audit was completed and the council was given an unqualified, or clean, opinion.

Lee shared that the council had a financially challenging year; we were able to end the year with a small surplus in the bottom line financials. The cookie sale exceeded budget and helped to fund revenue shortfalls in other area. We had a successful capital campaign with over \$2 million received and pledged in 2015.

Camp expenses were well managed and decreased about 4% from last year.

Management and Fund Raising costs are at 14% of overall expenses, well below the standard of 20% that funders and donors consider reasonable.

With our new Customer Engagement Initiative, we are continuing to position ourselves to meet membership goals for product sales, instituting cost saving measures, and continuing to look for more opportunities for grant funding and annual gifts.

#### *Recognitions*

Another group of Gold Award winners were honored: Kendra Marinaccio, Amy Brunner and Anne Ryerson.

#### *Stewardship Report*

CEO, Diane Nelson, gave the stewardship report for 2015, highlighting the year's strategic focus.

#### Organizational Change in FY 2015

- Customer Engagement Initiative
- DoubleKnot System
- Office Relocation in Waterloo
- Capital Campaign – phase one funding secured
- Camp Liberty
  - groundbreaking event in September 2015
  - renovations for summer 2016
- The goal of all of this is to make the role of a volunteer more manageable so that they can concentrate on the most important part of Girl Scouts – the GIRLS!

## Enhanced ways of work

### Customer Engagement Initiative

- Website
  - National platform
    - a clean, simple layout
    - design, consistency across councils
  - 20<sup>th</sup> in the nation to adopt as of March 2015
- Integrated system
  - from interest to placement to renewal
  - established business processes and prepared data
  - migrated data and launched in July 2015
  - 48 councils launched to date, remaining added by end of 2017
  - Renewal online experience is now much easier
- My GS and the Volunteer toolkit
  - Digital resource for volunteers
    - launched in August 2015
    - assist with communication to parents
    - step by step help to plan troop meetings
  - 507 troops have accessed the Volunteer Toolkit in our council
  - "Thanks for checking in on us! We love the volunteer toolkit! We are participating in the fall sale and hope to put some money into our account for our journeys this year!!" -Alisha Troop 4102

### Member engagement team

- Team approach to ensure a great Girl Scout experience for our families and volunteers
  - Team of recruiters who work with school organizers and volunteers in the community to recruit girls and adults
  - Team of placement specialist who work to ensure that EVERY girl is placed into a troop and has a great GS experience.
- Member Care Team – ask them any Girl Scout question
  - Goal is that 80% of all inquiries are answered by this team and not passed on
  - Use a comprehensive solution database to a provide quick, consistent information
    - GSEIWI ranked highest in the nation for 2-day case closure!
  - "I love this new way of work! It is so simple to contact "info@" and they figure out who needs to answer my question. This means I don't have to know who to ask!"
- Age-level support for program age-level specific help
  - Team of age level specialists who build relationships with leaders, support them through weekly updates via email, walk them through each stage of their leader experience and support their needs as a volunteer.
  - "Just wanted to let you know your email blasts rock. I love the way you have links to a Pinterest search. So helpful!" –Laura, Troop 1174 co-leader
  - "The support and excitement. . . from my community has been amazing! I'm so grateful for my Daisy expert, who answers any and all questions I have."

### DoubleKnot system

- implemented online facility reservations in September 2015
- launched online resident camp registration in January 2016

### Office Relocation in Waterloo

- Open concept design

- Collaborative, team environment

#### Capital Campaign

- Secured \$150,000 from Riverboat Development Authority and \$500,000 from the John Deere Foundation for the Outdoor Odyssey Capital Campaign.
- phase one funding secured in fall 2015
- moving into phase two

#### Camp Liberty

- One Tough Cookie mud, obstacle run was held in June 2015 with over 400 participants and 75 volunteers. On track for over 500 this year.
- groundbreaking event in September 2015
- renovations for phase one nearing completion

#### Results in FY 2015

##### Girl Members

- 17,333 girl members
- 13.9% overall girl market share
- 23.59% K-5 market share
- 60.01% girl retention rate

##### Adult Members

- 4,343 adult members
- 68.3% adult retention rate
- 29 service units will receive the President's Award for 2015

#### Impact in FY 2015

##### Camp – courage

- 779 girls attended summer camp
- 223 girls participated in equestrian program
- 92 girls received grant to attend summer camp

##### Program – confidence

- 481 council events offered to girls
- More than 10,500 girls attended council programs
- Journey the World hosted 1,428 participants in 2015
- Raise Your Voice, held at Clarke University in Dubuque, Iowa, allowed 110 girls in grades 6-12 the opportunity to build leadership skills.
- Europe Trip - 23 girls and 6 adults travel to London, Paris, Lucerne, Florence, Rome, Vatican City, Pompeii, and Capri.
- Enhanced program offerings including schedule your own resources in addition to partner events, service unit events and council events.

##### Outreach – character

- 618 girls attended outreach day camp
- 130 girls attended Christmas party
- 4,718 girls participated in outreach program

##### Community Impact – make the world a better place

- 257 girls earned high awards

- Year of Service resulted in 109,872 hours of service documented by girls, volunteers, families and staff.

#### 2015 Closing

- 2015 was a year of change, new ways of work, and momentous excitement for Girl Scouts!
- The work of the council focused on:
  - Investing in infrastructure for the best leadership experience for volunteers
  - Building awareness about Girl Scouts
  - Enhancing systems to be more accessible to volunteers
  - Developing opportunities for girls in Girl Scouts
  - Providing facilities to offer the best experience to girls

GSUSA National Board of Directors has announced that membership dues will increase effective October, 2017 to \$25. There have only been 12 membership dues changes in 104 years. Dues for membership provide a girl with 365 days of experiences that encourage girls to have fun, discover new interests, talent, skills and most importantly empower her to build her own leadership skills. If we break down the increase it is \$.83 per month. The monies will be used to strengthen our brand; more quality outcome driven girl programs; Volunteer Toolkit; digital resources and more effective operations. Girl Scouts is the best leadership program in the world for girls. We will continue to provide financial assistance for membership for anyone that needs it. We never want money to be a barrier for a girl that wants to participate in Girl Scouts. In addition, for 2017-2018 membership year, girls will be able to use their program credits earned from the product sales to pay for their membership dues.

Our council set a challenge for our staff and membership to increase our hours of community service. Our goal was 100,000 hours of service. We encouraged girls, troops, service units, and families to make a difference in our world by reaching out to those in need. In just one year, girls and volunteers in Eastern Iowa and Western Illinois have reached out to those in need and recorded 109,872 hours of service. Information was shared, via slide show, about various projects our troops and families took on.

Ms. Nelson thanked all of the volunteers for their hours of service and dedication to the Girl Scout organization. She reminded the staff and volunteers that we are all here for that most important reason...the GIRLS!

Board Chair, Teresa Colgan, also shared her thanks to those in attendance and adjourned the business portion of the 2016 Annual Meeting at 11:10.

Kathy Pinger, Executive Assistant to CEO  
Recorder for the Meeting