

**Girl Scouts of Eastern Iowa and Western Illinois, Inc.**

**940 Golden Valley Drive, Bettendorf, IA 52722**

Board of Directors Meeting – July 24, 2018 Board of Directors of Girl Scouts of Eastern Iowa and Western Illinois  
Cedar Rapids Leadership Center – Cedar Rapids, IA

**Present:** Sarah Beckman, Teresa Colgan, Jill Dashner, Theresa Dunkin, Laura Ekizian, Chelsea Hillman, Barb Melbourne, Beth Nickel, Anne Ryerson

**Staff:** Diane Nelson, Doug Nelson, Stacy Conforti, Cheryl Noller, Kelly Campion

**Absent:** Katie Wiedemann, Andrew Abbott, Lisa Anderson, Jason Kline, Lee Mowers, Pam Passmore, Tracy Schwind

**Welcome & Introductions:**

Teresa Colgan welcomed those in attendance and declared a quorum at 4:41 PM.

**Consent Agenda:**

A motion was made by Theresa Dunkin to approve the consent agenda. It was seconded by Divot Ekizian. The motion carried and the consent agenda was approved.

**Operating Budget/Capital Budget:**

In the absence of Treasurer Lee Mowers, CFO Doug Nelson presented the fiscal year 2019 operating and capital budgets to the board.

Mr. Nelson presented the budget as unbalanced for the Fiscal Year 2019. The deficit will allow for funding a significant staff restructure. If this restructure is successful and there is a projected rise in membership for the 2019 membership year, as a result, then an increased number of girls participating in our financial literacy cookie program may allow the budget to achieve a balance and reverse the deficit spending. Mr. Nelson also talked about United Ways cutting funding and the ways we have made up for the significant losses, including increases in fundraising and special events. Discussion followed on how GSEIWI plans to bring in revenue in the coming fiscal year and reverse the deficit spending.

Mr. Nelson then presented the Capital Budget. This budget is funded through the non-cash depreciation expense. The depreciation charge was not fully used, allowing cash in the amount of the operating deficit to carry over into the next fiscal year.

There was a motion to approve the 2019 operating budget from Sara Beckman. There was a second from Divot Ekizian and the motion carried.

There was a motion to approve the 2019 capital budget from Sarah Beckman. There was a second from Anne Ryerson. The motion carried.

**Voice of the Girl:**

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Delanie Williams presented to the board her Girl Scout experiences over the last several years. Delanie highlighted a trip she took to Costa Rica as an older Girl Scout – During this trip Delanie developed her confidence and character. Delanie had the opportunity to lead the group all by herself through the rainforest of Costa Rica. Delanie contributes many of her success thus far in life to her experiences in Girl Scouts starting with this trip of a life time to Costa Rica.

### **Marketing Update (insert drop box info)**

Chelsea Hillman gave an overview of what the marketing committee is planning to implement with the support of the board.

#### Television

- Council
- \$22,000
- PSA running in both television markets
- July-September
- Media Group 1: KGAN (CBS- Cedar Rapids), KFXA (FOX- Cedar Rapids), and KWWL (NBC-Waterloo)
- Media Group 2: WQAD (ABC-Moline) and KLJB (FOX-Rock Island)
- Mix of local news and programs geared towards moms ages 25-44. Some pre-season football games.

#### Billboards

- Council
- \$30,000
- Locations: Maquoketa, Muscatine, Dewitt, Quad Cities, Galesburg, Waterloo, Iowa City, Mt. Pleasant, Oelwein, Decorah, Dubuque
- Multiple boards in some locations.
- August-October

#### Local Social Media Campaign

- Council
- \$7,000
- August-November
- Using #becauseofgirlscouts and #gseiwi to encourage community members to share their Girl Scout stories with their friends and family. Encouraging individuals to share their stories will work much better with the new Facebook algorithm than just receiving likes, shares, and comments on our GSEIWI page posts.

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- Working with “advocates” to help launch campaign and help momentum before more people begin sharing their social media posts. Specific media girls, troops, leaders, donors, and community members with great stories will be asked to serve as advocates.
- All posts center around the topics of the outdoors, leadership, friendships, confidence/self-esteem, and cookies/entrepreneurship.
- Examples:
  - How has the Girl Scout Law guided you as an adult?
  - Tag who helped you sew your patches on your vest!
  - Share your favorite camp recipe.
  - Send throwback photos of your uniform!
- Developing potential digital giving day on International Day of the Girl on October 11, 2018.
- Working toward taking short video testimonials of community members sharing their Girl Scout stories to then share on social media.

### **National Digital Campaign**

- GSUSA
- Social media and digital campaign targeting council region. Anyone who clicks on the ad will be taken to a landing page with join information and the opportunity to sign up for email drip campaign with information about the value of our program and volunteering.
- Also placing ads on HULU.

### **PR**

- Council
- Recent Quad City Times article featured our strong outdoor programs at Camp Liberty in the Quad Cities and Corridor (picked up by The Gazette)
- WQAD in the Quad Cities will be at Camp Liberty on August 30 and Girl Scouts is a sponsor for the Lead(h)er Networking event the same day.
- Working on plan to encourage submissions of letters to the editor in September about value of Girl Scouts.
- Sharing stories with local media about Girl Scouts earning their Bronze, Silver, and Gold Awards.

### **Board Development:**

Anne Ryerson gave the board development update. With the recent bylaw changes we currently have one opening for a new board member. For geographical representation

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we are currently looking for a candidate to be from the Cedar Rapids area, Waterloo, or Decorah.

**Annual Meeting:**

Staff member, Cheryl Noller gave the board a brief update on what GSEIWI staff is considering for our Annual Meeting. As a council we are considering holding our annual meeting via webinar through SimplyVoting.

**President Report:**

Board Chair, Teresa Colgan gave an update on where the location for the October meeting will be, Camp Liberty.

Ms. Colgan then spoke on a phone call she had with GSUSA, Allison Johnson, and Diane Nelson to go over GSEIWI's annual council review. These reviews are data driven and an opportunity for the council to compare to other councils across the country.

**CEO Operational Report:**

Diane Nelson presented the CEO operational report. She touched on the Adult Celebration we are planning to hold on April 6<sup>th</sup> 2019.

Our increase in runners and net for this past year's one tough cookie.

There was a motion to adjourn the meeting at 6:30 pm. Theresa Dunkin seconded the motion and the meeting was adjourned. Sarah Beckman.

Submitted by,

Kelly Campion, Executive Assistant to the CEO.