

Girl Scouts of Eastern Iowa and Western Illinois, Inc.

940 Golden Valley Drive, Bettendorf, IA 52722

Board of Directors Meeting – October 18, 2018 Board of Directors of Girl Scouts of Eastern Iowa and Western Illinois
Camp Liberty – New Liberty, IA

Present: Delanie Williams, Chelsea Hillman, Lee Mowers, Sarah Beckman, Laura Ekizian, Tracy Schwind, Beth Nickel, Anne Ryerson, Theresa Dunkin, Andrew Abbott, Jill Dashner, Teresa Colgan.

Staff: Diane Nelson, Doug Nelson, Stacy Conforti, Cheryl Noller, Nikki Habben, Shelly Cain, Kelly Campion

Absent: Katie Wiedemann, Lisa Anderson, Jason Kline, Pam Passmore, Barb Melbourne

Welcome & Introductions:

Teresa Colgan welcomed those in attendance and declared a quorum at 4:45 PM.

Consent Agenda:

A motion was made by Lee Mowers to approve the consent agenda. It was seconded by Andrew Abbott. The motion carried and the consent agenda was approved.

Secretary Report:

Secretary, Tracy Schwind presented the Secretary report. Due to scheduling conflicts Jason Kline has resigned his position on the board of directors. A motion was made by Secretary Tracy Schwind to accept the resignation of Jason Kline. Sarah Beckman accepted the motion and Jill Dashner seconded. The motion carried.

Lisa Anderson has resigned her position on the board because she was unable to fulfill her commitment. A motion was made by Tracy Schwind to accept the resignation of Lisa Anderson. Laura Ekizan accepted the motion and it was seconded by Anne Ryerson. The motion carried.

Board Development:

Board Development Chair, Anne Ryerson presented an update on current board development. With the resignation of Jason Kline out of Cedar Rapids and Lisa Anderson from Dubuque, we now have three vacancies that need filling on our Board. We are targeting areas such as Cedar Rapids, Waterloo and Dubuque and were looking for suggestions from the board.

Council Highlights:

Nikki Habben, COO presented program highlights and scheduled events that are happening across our council directed by the Program Team. After taking a deep dive our council decided what programs our girls are really interested in and developed

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programs based on what the girls in our council were requesting. The focus of the programs for the upcoming year revolve around five pillars: Stem, Outdoors, Life skills, Entrepreneurship, Leadership. Nikki presented some pictures and updates on some of the events and the success that the council has had thus far.

Nikki Habben also presented a Gold Award update. Our council has created Gold Star Troops which are groups of girls who are in a troop for support from other girl scouts trying to also earn their Gold Award. The troop specifically works on the gold award

Stacy Conforti, Director of Outdoor Program shared the wrap up from the eight weeks of resident summer camp. We reviewed the summer camp numbers, our V.I.P. program and the numbers we have secured for next summer. Stacy also talked about the three tier pricing that we offer for summer camp.

Cheryl Noller presented an updated on Leading the Way, Honoring Champions of Girls on April 6th 2019. Ms. Noller touched on the STEM event we are holding that morning that we are partnering with John Deere on that will be held at John Deere headquarters. She also revealed our key note speaker, National CEO Sylvia Acevedo.

Ms. Noller also discussed the progress with the Annual Meeting. We are working with Simplyvoting to have our votes done electronically as the board agreed to move forward with the new way of hosting the Annual Meeting. The Annual Meeting will be held on March 7th after our board meeting.

Competitive Market Results:

Chelsea Hillman gave the competitive market results.

- Summer/Fall advertising campaign is wrapping up in October and transitioning to more social media and PR efforts.
- The television commercials generated 250,000 impressions in the Quad Cities market and 300,000 impressions in the Cedar Rapids market. The campaign reached 60% of women ages 25-49. Our national organization, GSUSA, is running the same PSA on Hulu.
- The billboard campaign is concluding soon and generated 11.2 million impressions across the council.
- GSUSA ran a social media and digital campaign that generated leads for girls to join and adults to volunteer. Our council had the highest conversion rate of these leads in the national, finding them volunteer opportunities quickly and successfully.
- Our social media campaign #becauseofgirlscouts kicked off in September and will continue throughout the year with engaging posts. In partnership with the development team, we highlighted Day of the G.I.R.L. on social media with a giving campaign that generated more than \$2,000.

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- WQAD in the Quad Cities recently had a story with a call to action for volunteers to step up and lead troops. We will be visiting the major media throughout the council before cookie season to enhance our partnerships.

Discussion Item:

Staff member, Shelly Cain gave the Fund Development update and where the funds that support our council come from including; property rentals, camp and program.

Shelly Cain gave the board an update on a new policy that was presented and the expectations we have of our board. The policy stems from our national organization but has been adjusted to meet the needs of our board members.

GSEIWI Board Fund Development Policy

The board of directors is expected to be involved in fundraising by using their personal and business connections when appropriate, by soliciting funds when appropriate, by serving on fundraising committees, and by attending fundraising events.

This policy statement summarizes how the board is expected to actively participate in fundraising.

Board of Director Duties

- The board will identify and evaluate prospects, cultivate and solicit gifts, offer personal acknowledgments to donors and volunteers, or actively support fundraising programs with their presence.
- The board will engage in personal gift support to their level of ability.
- The board will develop a strategic plan / strategic priorities to deliver benefits to the community it serves and to attract public support.
- The board will support our fundraising plans that will strategically grow our Girl Scout program.
- The board is part of an essential team, with the obligation to lead, support, and work together with the CEO, CDO, and volunteers toward the success of fundraising activities.
- The board will take responsibility for guidance and direction on ethical and professional practices — including use of budget allocated for fundraising activities.

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- The board will ensure that budget appropriations for fundraising are evaluated as an investment strategy designed for reliable long-term results from faithful donors, committed volunteers, and reliable net revenue that meets organizational priorities.
- The board will support a council Fund Development Committee which is made up of board and community members.
- The board will ensure each board member completes their annual philanthropic plan of action.

There was a motion to accept the Board Fund Development Policy by Teresa Colgan. Divot Ekizian approved the motion, it was seconded by Jill Dashner and the Fund Development Policy was approved.

President Report:

Teresa Colgan updated the board on the updated board dates. The topic will be revisited at the January board meeting.

CEO Report:

Membership to Date:

CEO Diane Nelson gave the updated membership numbers. Overall our council is at 15,942 girls as of last month, with a membership growth.

Elected Official Visits:

Diane Nelson and Cheryl Noller have met with some of the local elected officials and gave a brief update on the conversations they have had, including; every student succeed act, financial literacy, stem and bullying prevention which directly align with Girl Scouts.

There was a motion to adjourn the meeting at 6:31 pm. The motion was approved by Chelsea Hillman and seconded by Andrew Abbott.