

Board Meeting Minutes
Cedar Rapids Service Center
May 16, 2019

Present: Jill Dashner, Anna Patty, Theresa Dunkin, Lily Mitchell, Ella Rosenthal, Beth Nickel, Anne Ryerson, Divot Ekizian, Teresa Colgan, Tracy Schwind, Jessica Kendell

Absent: Sarah Beckman, Katie Wiedemann, Barb Melbourne, Chelsea Hillman, Pam Passmore

Staff Present: Diane Nelson, Deb Baker, Nikki Habben, Stacy Conforti, Allison Johnson, Shelly Cain

4:35 Call to order – Jill Dashner announced that there was a quorum.

Consent Agenda –

- Teresa Colgan made a motion to approve the consent agenda. Theresa Dunkin provided a second. All were in favor and the motion carried.

Approval of new board member –

- Board Development Chair, Anne Ryerson, read Anna Patty's biography followed by discussion.
- Anne moved to accept Anna as a member of the Board. Teresa Colgan provided a second. All were in favor and the motion carried. Anna will fill 2 terms set to expire in 2023.

Treasurer's Report –

Deb Baker reported due to the absence of Sarah Beckman. The report included:

- The March 2019 financials were approved by the Finance Committee on May 14. It was indicated that future financials will be pulled from the Board consent agenda for a while and become an action item. The Finance Committee felt this would put more emphasis on the current financial situation and allow for more discussion.
- The Finance Committee electronically approved the renewed Line of Credit at \$1.5 million with a rate tied to the Wall Street Journal Prime Rate. That rate was 5.5% at the end of March. There is no outstanding balance on the line at this time.
- The Request for Proposal (for investment services) was in the Drop Box for Board review. There were no suggestions for additions or revisions at the Finance Committee. The RFP will be sent out by June 3 to current investment firms, TBK, IH Mississippi Valley CU, NW Bank, Two Rivers, QCBT, Blackhawk, SE National, Hills Bank & Trust and Green State Community CU with Deb Baker to verify each institution has a trust department prior to sending proposal.
- Divot Ekizian indicated that TBK does not have a Trust department so that institution will be removed from the list.

Board Development –

- Anne Ryerson welcomed Anna Patty to the Board. She also welcomed the 3 new girl board members, Ella Rosenthal, Lily Mitchell, and Jessica Kendell. The girl board members will serve a one year term which will expire in 2020. Each of the girls gave a brief introduction.
- Anne gave an update on current board vacancies. There are currently 13 voting board members, leaving 4 vacancies. Diane is meeting with 3 potential candidates, leaving one vacancy. There was discussion that there is no geographical requirement, looking for the best applicant council-wide. There was a note made that there is a need for more diversity.

Discussion Items –

GSUSA Property Review –

Stacy Conforti, Director of Outdoor Program and Property, gave the property report.

- GSEIWI operates nine properties which are used for program and administration services. A plan is needed to ensure each location is well-managed, safe and fulfilling its purpose in consideration of market and membership, girl programming needs and fiscal responsibilities.
- Membership drives program. Program drives property decisions. Property alignment drives success.
- There is a renewed emphasis on Outdoor Experiences for girls across the country, with a focus on High Adventure and STEM. GSEIWI has seen increased attendance at camp and outdoor events due to more emphasis on the outdoors and environmental stewardship. As we gain speed in these areas as well as in our programs in STEM, it will be important that girls have access to program facilities that support those initiatives.
- In order to serve our membership, we need to look at new ways to help them engage with the outdoors. That may mean family opportunities and multi-generational offerings.
- There can be challenges to planning and property change – need to have a lack of transparency, as well as need to look at the data and listen to the girls.
- There is a newly formed property committee. Please share any names who might be a good fit for this work.
- At the next board meeting, data will be presented on the properties so discussions can begin on ways where overhead might be eliminated, as well as determine possible under-utilized outdoor program areas.

President Report –

Annual Meeting review –

- There were 110 registered members signed up for the annual meeting vote, meeting the quorum requirement. There were no technology glitches with the online voting.

Leading the Way update –

- The event with Sylvia Acevedo's key note speech was inspiring for the membership. The weekend as a whole, with the girl programs, book signings, and community events, was a success.
- Next year the event is scheduled to be in Iowa City on April 18, 2020. It will celebrate the 100 year anniversary of women winning the right to vote.

Board review –

- A board review survey will be emailed out this summer.

Conflict of Interest update –

- All board members were asked to complete and sign their conflict of interest statement.

CEO Report –

Cookie Update –

- Diane and Nikki discussed the initial results of the current year's cookie sale program.
- The sale will not meet the budgeted goal. Final numbers have not yet been determined.
- There were fewer girls selling, which was a primary reason for the shortfall. The harsh winter was also a factor.
- The program aspect of the sale was successful seeing an increase in the per girl average, participation rate, Care to Share packages sold, online packages sold, as well as a zero inventory left at the end of the sale.
- There was discussion whether or not it would be beneficial to return to a direct sale format. Comments from the girl board members were in favor of a direct sale.

- The question was raised regarding when the last time GSEIWI had a price increase. It was approximately 6 years ago.
- The council rep from Little Brownie Bakers will attend the July board meeting to share more information on the logistics of the cookie sale.

Summer Camp Program –

- Stacy reported that the 2019 goal for resident camp was 1,165 campers. The current number registered is 1,296 campers.

Divot Ekizian made a motion at 6:12 to adjourn the meeting. The motion was seconded by Tracy Schwind. All were in favor and the motion carried.