

Board Meeting Minutes
Pappajohn Building – University of Iowa
July 18, 2019

Present: Jill Dashner, Anna Patty, Lily Mitchell, Ella Rosenthal, Beth Nickel, Anne Ryerson, Divot Ekizian, Teresa Colgan, Tracy Schwind, Chelsea Hillman, Sarah Beckman

Absent: Katie Wiedemann, Barb Melbourne, Pam Passmore, Jessica Kendell, Theresa Dunkin

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

4:45 Call to order – Jill Dashner, Board Chair, announced that there was a quorum.

Consent Agenda –

- Divot Ekizian made a motion to approve the consent agenda consisting of the minutes of the May 16 meeting and the April and May financials. Teresa Colgan provided a second. All were in favor and the motion carried.

Treasurer's Report –

Sarah Beckman, Treasurer, reported.

- The council has \$1.6m in 8 different institutions. The strategy is to bring all funds together to analyze and manage, and to look at risk levels with a professional advisor to assist with management.
- Investment proposals were sent out in early June. Nine proposals were submitted to GSEIWI. Deb Baker, Diane Nelson, Carl Becker and Sarah Beckman reviewed the submissions and narrowed down to the top 3. This team met with the top 3 businesses last week. Their thoughts will be summarized and will be taken to the finance committee in August.
- The board discussed some concerns that were raised within the finance committee. One topic of discussion is whether there is more risk if GSEIWI puts all funds in a single institution rather than diversifying. A second concern was whether selection of a single institution could pose additional risks of continued support from the other institutions. The finance committee will discuss these concerns further and will bring any relevant questions or discussion back to the board at a future meeting.
- Deb Baker, council CFO, resigned with her last day scheduled for July 26. The position is currently advertised.

Membership –

Nikki Habben, COO, gave the membership report.

- Nikki shared national girl and adult membership information that shows a 12-year decline, with only one year of an increase. Some factors that have contributed to the decline include: marketplace competition, an increase of the national membership dues to \$25, and challenges of finding adults to volunteer to be leaders.
- A 6-year membership slide of adults and girls at GSEIWI shows a slight overall decrease in membership, but 2 years of increases in 2017 and 2018. Data for 2019 has not been finalized as the membership year ends September 30.
- Data shared showed that for the last 5 years, GSEIWI has served a girl market share of 12-13%. The national average for girl market share is 6.6%. Currently for membership year 2019, GSEIWI is at 11.1% of girl market share.
- It is anticipated that GSEIWI will end approximately 1,000 girls short of the 11,000 traditional girl goal. The goal of 4,900 outreach girls was recently achieved. However, about 768 of these registrations have not been entered into the system. This means they do not reflect in the membership data even though they have received programming.

- There was discussion around the financial implications of the \$25 membership fee for registering all outreach girls, with the entire fee going to GSUSA. GSEIWI has a concentrated focus on and plan for raising funds for the outreach program. However, the number of girls in the outreach program is limited to the dollars that are available in the budget to cover the membership fees.

Strategic Planning –

Allison Johnson, CBO, gave the strategy report.

- Allison shared information on the national Girl Scout Voices Count survey and its use of a net promoter score of the organization. Based on a 1-10 ranking: NPS = % of promoters (9 and 10) minus % of detractors (0-6). 7 and 8's are considered passives.
- The GSEIWI girl, parent and volunteer NPS scores all increased this past year.
- Girl and volunteer satisfaction scores also increased. Parent satisfaction stayed the same.
- The Girl Scout Leadership Experience model was explained.
- The Girl Scout Voices Count survey also asks girls questions that pull out outcome indicators: sense of self, positive values, challenge seeking, healthy relationships, and community problem solving. GSEIWI saw a growth in each area. Part of the strategy moving forward is to market these terms so it is more evident to adults taking the survey that their Girl Scout is achieving these outcomes, which should increase the scores even more.
- GSEIWI focuses on four program pillars: STEM, Outdoors, Life Skills, and Entrepreneurship, as well as an overarching focus on Leadership. The outcomes are embedded in these programs. We will continue to work on the messaging and terminology to educate caregivers on the outcomes of their Girl Scout's experience.

Future Property Discussion –

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

- Stacy discussed the program center located in Rock Island, and its usage by Girl Scouts and non-Girl Scouts.
- The report shows an overall four-year loss of \$87,552 with expenses over revenue.
- Girl Scout usage of the facility have decreased in the 4 years.
- The non-Girl Scout rentals have shown much wear and tear on the facility and they do not support our mission.
- We own the building, but the city of Rock Island owns the land. Staff will meet with Mayor Mike Thoms in the next few weeks to discuss this situation, if it was decided to sell the property.
- The board agrees that it is in the best interest of the council to dive in to see what the financial implications are if this building is kept or sold. What activities are done by girls and troops at this facility, and how would we serve those needs if the facility was no longer available? Does each property and its activities need to be looked at to determine its value?
- Data will be collected and shared with the Board at the January meeting.

President Report –

Jill reminded members to turn in their conflict of interest statements.

CEO Report –

- There are 3 weeks left in the Summer Camp Program. The budgeted goal for revenue was exceeded.
- There are currently 4 board member vacancies.

Sarah Beckman made a motion at 6:28 to adjourn the meeting. The motion was seconded by Tracy Schwind. All were in favor and the motion carried.