

Board of Directors Meeting – October 17, 2019 Board of Directors of Girl Scouts of Eastern  
Iowa and Western Illinois  
Camp Liberty Lodge

**Present:** Sarah Beckman, Teresa Colgan, Jill Dashner, Theresa Dunkin, Laura Ekizian, Barb Melbourne, Beth Nickel, Anne Ryerson, Tracy Schwind, Lily Mitchell, Jessica Kendell, Ella Rosenthal

**Staff:** Diane Nelson, Nikki Habben, Shelly Cain, Kelly Champion, Allison Johnson, Cheryl Noller, Roxy Lucas, Marilyn Askelson

Absent: Chelsea Hillman, Anna Patty, Katie Wiedemann,

**Welcome & Introductions:**

Jill Dashner welcomed those in attendance and declared a quorum at 4:30 PM.

**Voice of the Girl:**

Voice of the Girl was presented by girl board member, Lily Mitchell. Lily spoke on her super-troop of over 100 girls. Helping lead this troop has given her the strength and confidence to stand up for the things she believes in, including her gold award project on invisible illnesses. Lily's invisible illness, known as, exercise intolerance is the loss of the body's ability to absorb oxygen that it needs to complete exercises. Lily created a video to educate people on this disease hoping it will help others talk about other invisible illnesses.

Lily also proposed a new leader mentor group, this mentor group would pair prospective new leaders with an experienced leader. They would demonstrate what a meeting should look, sharing the history of girl scouts, what it takes to be a leader and the safety standards to follow.

**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.

**Strategic Plan:**

Staff member Allison Johnson presented the strategy plan.

## Girl Scout Experience

- Experience for Girls – STEM, Outdoor, Life Skills, Entrepreneurship, Leadership
- Outreach Initiatives – Reached 4,900 Girls
- Leader Experience – Leading the Way Volunteer Celebration, 37 Presidents Awards

 Girl Scouts of Eastern Iowa & Western Illinois

## Leverage Financial Resources

- Property Alignment – Maintenance Development, 5-year Planning Process
- Leverage Resources – CFO Transition, Technology, Employee Engagement
- Community Giving – Donor Engagement

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## Organization Impression

- Families – Parent Engagement and Events
- Future Troop Leaders – Quick Start for Daisy Leaders and Leader Chats
- Emerging Volunteers – G.I.R.L. Awards and Volunteer Opportunities
- Community – Awareness and Advocacy

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**Fund Development – 2019-2020:**

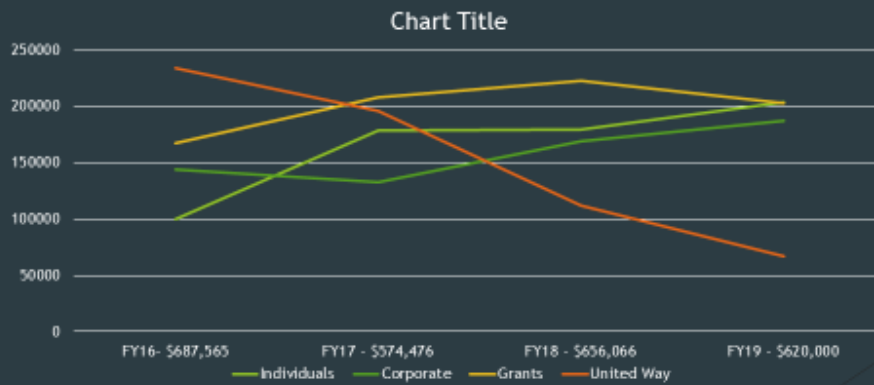
Staff member, Shelly Cain presented the fund development recap. This presentation talked about where we are today, where our resources continue to come from and how we can best utilize the board.



# Where Do Fundraising Dollars Come From?

- Individuals
- Corporations
- Foundations
- Special Events
- United Way

## Fundraising FY16 – FY19



# We Have A Plan FY20

- ▶ Individuals - \$214,000
- ▶ Corporations - \$120,000
- ▶ Grants (includes corporate) - \$255,000
- ▶ United Way - \$85,000
- ▶ Gift In Kind - \$40,000
- ▶ Special Events – Gross \$67,000 Net \$40,360

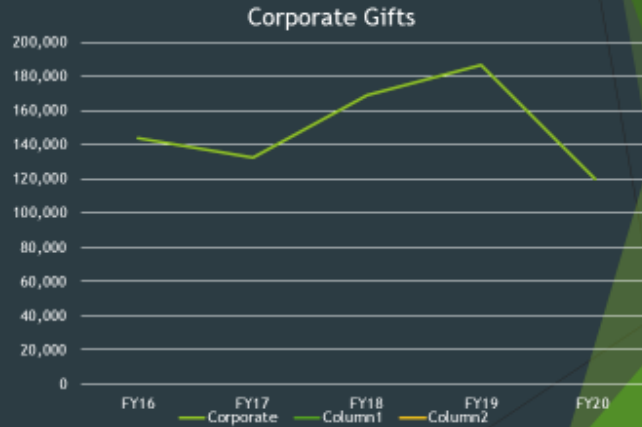
## Individuals - \$214,000 Goal

- ▶ FY16 - \$100,044
- ▶ FY17 - \$178,217
- ▶ FY18 - \$179,129
- ▶ FY19 - \$203,694
- ▶ **FY20 - \$214,000**



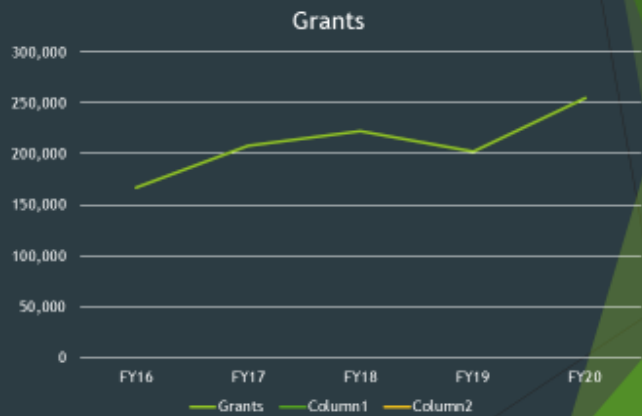
## Corporate - \$120,000 (goal does not include corporate grants or sponsorships)

- ▶ FY16 - \$143,600
- ▶ FY17 - \$132,515
- ▶ FY18 - \$168,824
- ▶ FY19 - \$186,792
- ▶ FY20 - \$120,000



## Grants - \$255,000 Goal

- ▶ FY16 - \$166,805
- ▶ FY17 - \$207,656
- ▶ FY18 - \$222,462
- ▶ FY19 - \$202,161
- ▶ **FY20 - \$255,000**



## United Way \$85,000 Goal

FY16 - \$ 233,169

FY17 - \$ 195,498

FY18 - \$ 112,086

FY19 - \$ 67,000

FY20 - \$ 85,000



## Gift In Kind - \$40,000 Goal

▶ FY16 - \$38,697

▶ FY17 - \$ 7,200

▶ FY18 - \$21,684

▶ FY19 - \$16,680

▶ FY20 - \$40,000

## Special Events - \$67,000/\$40,360 NET

- ▶ GLAMP
- ▶ One Tough Cookie
- ▶ Woman of Distinction
- ▶ Leading the Way

## What's Next?

- ▶ Rebuilding Fundraising Team:
  - ▶ Chief Development Officer
  - ▶ Development Officer - Major Giving
  - ▶ Development Officer - Annual Giving
  - ▶ Development Officer - Grants
  - ▶ Donor Relations Coordinator, Pt Time
- ▶ Super Fundraising Team:
  - ▶ Fundraising Support in Each Area
- ▶ YOU



## Board of Directors

- ▶ Make a Personal Gift
- ▶ Thank you Calls or Notes
- ▶ Provide Leads and Set Up Visits
- ▶ Host Gatherings
- ▶ Share Ideas

Board Chair, Jill Dashner then took a moment to ask the board to contribute to the mission of Girl Scouts and fill out their pledge card.

### **Finance:**

Sarah Beckman, Treasure and Chair of the Finance committee highlight areas of importance in the finances.

- There is a projected revenue increase based on the sale of property in Dubuque. The revenue number is based on the girl count staying flat for the coming year.
- There is a sizeable decrease in salaries due to retirement and turn over.
- There is a projected net loss for the year.

It is the recommendation of the Finance Committee to adopt the budget as presented.

Sarah Beckman made a motion to approve the operational budget for FY2020. Teresa Colgan offered a second. With no additional discussion, all were in favor and the operational budget was approved.

Sarah Beckman made a motion to approve the capital budget. Laura Ekizian offered a second. With no additional discussion, all were in favor and the capital budget was approved.

Sarah Beckman then talked about an investment request for proposal and the process the finance committee has gone through to combine all the unrestricted assets investments into one place that can be actively managed by the finance committee. Through this process it was decided that those unrestricted assets would be merged and managed by QC Bank and Trust.

Tracy Schwind and Laura Ekizian abstained from the vote. Sarah Beckman made a motion that we consolidate all the investment into QC Bank and Trust and give the CFO and CEO permission to move those assets. There was a second from Beth Nickel. With no additional discussion, all were in favor and RFP was approved.

### **Board Development:**

Board Development Chair Anne Ryerson gave the board development update:

Currently there are five openings on our Board of Directors. Areas of focus are Dubuque, Cedar Rapids and Iowa City.

Diane has meetings with two potential candidates in the coming weeks:

- Rachel Savage of Moline – Superintendent of Moline School District
- Patrice Carrol of Cedar Rapids – CEO at ImOn Communications

### **Discussion Items:**

Representative from Little Brownie Baker, Erik Venooker spoke to the Board of Directors about the overview of the Girl Scout Cookie Program.



Eastern Iowa Board  
Presentation Eric.pp

### **President Report:**

Board Chair, Jill Dashner gave the president report:

#### **March Board Meeting/Annual Meeting**

- We have moved the date of the March Board Meeting and Annual Meeting to March 19<sup>th</sup>. This will follow the same format as last year, with an hour long board meeting, following by the virtual annual meeting.

Laura Ekizian made a motion to accept the annual meeting as a virtual meeting for year 2020. Teresa Colgan offered a second. All were in favor and the motion carried.

#### **Town Halls**

- Town Hall – Town Halls are an opportunity to strengthen the connection between Girl Scouts and the community. The meetings allow participants to receive information from and give input to the council leadership, influencing policy and operational decisions. The dates of all the Town Halls are:

**Tuesday, Jan 21**

6:30 p.m. - 8:00 PM

**Quad Cities Leadership Center**, 940 Golden Valley Drive, Bettendorf, Iowa

**Tuesday, Jan 28**

6:30 p.m. - 8:00 PM

**Cedar Rapids Leadership Center**, 317 Seventh Avenue SE, Suite 201, Cedar Rapids, Iowa

**Thursday, Jan 30**

6:30 p.m. - 8:00 pm

**West Burlington Leadership Center**, 1308 Broadway, West Burlington, IA

Jill then asked the board about moving the scheduled July board meeting to the end of August. There was discussion that followed and the decision was made to move the July board meeting to August 20<sup>th</sup> for one year.

Teresa Colgan made a motion Laura Ekizian offered a second. There was a no additional discussion and the motion passed.

**CEO Report:**

Diane Nelson gave the CEO Report. Diane recapped the year end overview in Girl Experience.

## Girl Experience 2019

Number of Programs = 395

Number of Adults = 2484

Number of Girls = 5373

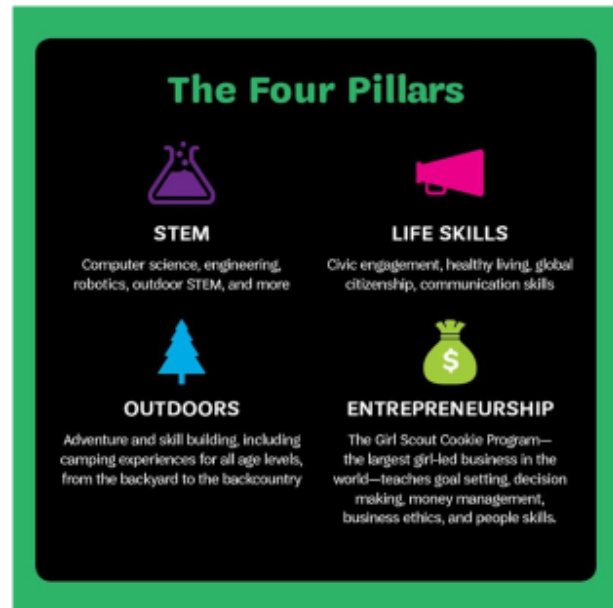
\*does not include Summer Camp!



Over 90 program partners across the council.

Examples include:

- John Deere
- Toyota Financial Services
- Society of Women Engineers
- University of Northern Iowa
- Hills Bank
- RIA Federal Credit Union
- Loras College
- Exelon
- Art Center of Burlington
- American Red Cross
- Figgie Art Museum
- Kirkwood Community College-Auto
- Women in Aviation



- Kelly Champion asked if the drop box was still working as a way to present the board material. It was suggested that older years be archived and making the current year more prominent.
- Diane reminded the board that the board assessment will be going out the last week in October and to please take the time to fill it out.
- National is coming in to do a board training in August for more of an in-depth training.

Sarah Beckman made a motion at 6:30 to adjourn the meeting. The motion was seconded by Laura Ekizian. All were in favor and the motion carried.

Submitted by,

Kelly Champion, Executive Assistant to the CEO.