

Board of Directors Meeting
Girl Scouts of Eastern Iowa and Western Illinois
August 20, 2020
Zoom Conference Call

Present: Theresa Dunkin, Beth Nickel, Sarah Beckman, Anna Patty, Anne Ryerson, Jill Dashner, Chelsea Hillman, Laura Ekizian, Tracy Schwind, Ella Rosenthal, Lily Mitchell, Jessica Kendell, Tim Conlon, Andrew Abbott

Absent: Rachel Savage, Teresa Colgan

Staff: Diane Nelson, Shelly Wells Cain, Stacy Conforti, Nikki Habben, Roxie Lucas

Welcome & Introductions:

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

Consent Agenda (action):

Anne Ryerson made a motion to accept the consent agenda. There was a second by Sarah Beckman. With no further discussion, the consent agenda passed.

Board Development:

Anne Ryerson, board development chair presented the board development update.

Currently there are four openings on our Board of Directors. Areas of focus are Dubuque, Cedar Rapids and Iowa City. If you know of anyone that would be a good fit please send your information to Diane.

Property:

Andrew Abbott presented the property update.

All the camp properties have been closed due to COVID-19.

Camp L-Kee-Ta will remain closed at this time. Staff is pulling together a group of stakeholders to meet in the fall to discuss how to increase usage and what targeted improvements can be made to make the property more friendly to both Girl Scout and non-Girl Scout rental groups.

Camp Little Cloud will re-open for day use to Girl Scout groups in the next few weeks once new cleaning protocols are implemented and we are confident that we can provide a safe environment.

Camp Liberty had its first rental groups over the last few weeks and was expected to re-open for day use by Girl Scouts. Unfortunately Camp Liberty was hit by the storm and has sustained significant damage. While staff and volunteers were able to clear from the entrance to the Lodge, the majority of camp is unsafe at this time due to tree damage and debris.

In person Summer Camp did not take place at Camp Liberty due to COVID-19. The program pivoted to a virtual program.

Girl Scout Program Center – We are currently negotiating a lease with option to purchase agreement with a child care center. Finalizing this plan is contingent on the center gaining a license for this property from the state and the state is backed up right now.

The search continues for a new smaller location for the Cedar Rapids Leadership Center. Our lease is up at the end of December so we need to be moved by then.

We are making plans to subdivide the office in West Burlington in order to lease out part of the building and generate income. We hope to be able to have a plan in place by January and have rental income as early as July.

The Dubuque Leadership Center has been sold for \$270,000 and plans are to close next week.

A space was renovated at Camp Little Cloud to become the new office for staff from the Dubuque Leadership Center. We are partnering with Kennedy Mall to have a pop up shop and staff in a kiosk twice a month.

The Property Committee is looking forward toward making improvements on the properties and increasing usage. We are expecting to make improvements at Camp Little Cloud in memory of Audrey and John Hammer.

The Property Committee would like to hire a company to evaluate the existing assets and make recommendations to maximize the use for Girl Scouts and increase revenue from outside user groups.

Andrew Abbott made a motion that Girl Scouts of Eastern Iowa and Western Illinois will prepare and distribute a RFP for companies to evaluate Camp Little Cloud and Camp L-Kee-Ta and develop a plan to maximize the properties use for Girl Scout Groups and revenue from outside user groups. There was a second by Sarah Beckman. The motion passed.

Finance:

Sarah Beckman, Treasurer and Chair of the Finance committee and Roxie Lucas, CFO, presented the FY2021 operating budget. Two budgets were presented, one for the worst case scenario and one for the best case scenario. The worst case is based on continuing through fiscal year 2021 with the same limitations currently in place due to COVID-19. The best case scenario reflects having our programs in place with meetings and camp open, but with appropriate safety measures in place, which reduces the capacity over a normal year. Both budgets do reflect a positive cash flow.

We will monitor the situation, and anticipate having better insight on membership numbers and COVID-19 by the beginning of the second quarter, January 2021.

Diane Nelson presented the capital budget for FY21.

It is the recommendation of the Finance Committee to adopt the operating and the capital budgets as presented.

Sarah Beckman made a motion to approve the operational and the capital budgets for FY2021. Tracy Schwind offered a second. With no additional discussion, the motion passed.

Sarah Beckman discussed the investments and endowment funds. Sarah made a motion that all Quad City Bank and Trust investments that do not have donor restrictions be Board

designated for the long-term benefits of GSEIWI. The fund would not be considered an endowment where funds are held in perpetuity and interest is earned, however, not used to fund current operations. This endowment will grow as capital assets are sold and proceeds are deposited into the investment account. The motion was seconded by Beth Nickel. The motion passed. Laura Ekizian abstained from the vote. Andrew Abbott voted against the motion.

Strategic Planning:

Allison Johnson, Chief Business Officer, shared an overview of the Annual Review Council Health Dashboard. While the timing of national surveys used for some of the indicators was challenging due to Covid-19, overall results maintained or improved slightly in 3 areas; impact for girls, financial model, and governance. Overall results declined in the area of volunteer and program delivery models. Overall successes include volunteer NPS, direct primary volunteer retention, operating reserves and governance. Areas for council and national growth include girl retention, girl acquisition, and fund development. A three year charter will be recommended by GSUSA to the national board.

Fund Development:

Chelsea Hillman gave the Fund Development update.

Dollars Raised to Date: \$592,826 (8/11/2020)

New Donors: 129

Retention Rate: 38%

Increased Gifts: 82

Reactivated Gifts: 118

Back to School Mailing – The letter is ready and will be mailed with everything you need. You are just asked to sign the letter and include a note to your prospect. If you don't have a letter for all the names you submitted, it means they are already a donor and have given recently.

GLAMP is going to be held September 26-27 and will be capped at a smaller group of people. We welcome the women on the board to attend the event or volunteer. www.glampweekend.com or contact Shelly to volunteer.

Our hosted gatherings are on hold due to the Coronavirus but we will revisit when our hosts feel comfortable.

Reminder - We believe the board can be most helpful in securing revenue by increasing exposure, expanding contacts, and making asks. This committee will work with staff to figure out how we connect those dots. We will create a strategy for each name you share.

President Report:

Jill Dashner gave the president report.

- Please remember to submit your Conflict of Interest Statement to Kelly. They are attached in the drop box.

National Convention

- This year's national convention will be held virtually on October 23-25.
- The delegates for our council have met 5 times and are preparing to set out to inform the service units of the proposals and ask for feedback.

CEO Report:

A Zoom meeting is scheduled for the October board meeting.

We are 6.8% ahead of where we were last year at this time with girl membership. We continue to focus on reregistering our membership, anticipating that recruiting new girls will be a challenge during the upcoming year.

There is a plan to serve 2,370 girls in the outreach program this membership year.

Sylvia Acevedo has stepped down as the national CEO. Judith Batty has stepped in as interim CEO.

An update was given on the damage to Camp Liberty with the derecho, as well as to the Cedar Rapids area and surrounding communities.

A motion was made by Laura Ekizian to adjourn the meeting at 6:05. A second was made by Theresa Dunkin. The motion passed.

Minutes recorded by Nikki Habben, COO.