

Girl Scouts of Eastern Iowa & Western Illinois, Inc  
2011- 2<sup>nd</sup> Avenue  
Rock Island, IL 61201

MINUTES  
Board of Directors Meeting  
March 19, 2009

The Board of Directors of Girl Scouts of Eastern Iowa & Western Illinois met on Thursday, March 19, 2009 via ICN connections in Davenport, Dubuque, Decorah, West Burlington, Waterloo and Cedar Rapids.

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Present: Candace Arp, Teresa Colgan, Beth Freeman, Theresa Dunkin, Jeralyn Westercamp, Michel Stone, Gloria Frost, Julie O'Donnell, Bill Leaver, Pat Keir, Ann Hutchinson, Carolyn Hauptert, Deb Oliver, Kim Armstrong. Mary Lagerblade, Mary Ann Brown and Barb Anderson, Donnelle Fuerste.  
Staff: Doug Nelson, Diane Nelson, Kathy Pinger, Gene Averhoff, Donna Logan, Marcie Van Note, Diane Koster, Chuck Gysi, Jacci Rivard, Nikki Habben, Amanda Houle, Kim Hull.

Absent: Harry Coin, LaMetta Wynn, Devra Flatte, Heather Prendergast, Denise Bulat, and Amy Olson. John Lohman, Ann Menke

Minute for the Mission:

Julia O'Donnell talked to the board about what Girl Scouting has meant to her. She talked about how it has helped in the growth of her leadership skills and gave examples of how she has used her newly learned skills and strengths with her troop. What she has learned has made her a confident girl member of our board of directors. She is very interested in outdoor activities such as white water rafting and camping, however, she is not as thrilled with selling cookies!

Consent Agenda:

The meeting was called to order at 4:30. Quorum was met.

Mary asked Ann Hutchinson to present 2 new board candidates to the board for approval, Donnell Fuerste from Dubuque and Shawn Ryan from Cedar Rapids. A motion was made by the nominating committee chair, Ann Hutchinson, to accept Donnelle Fuerste; a second came from Pat Keir. Ann also made a motion to accept Shawn Ryan. That motion was seconded by Deb Oliver. Both motions passed.

The consent agenda was presented. A motion was made by Ann Hutchinson to approve the consent agenda. The motion was seconded by Gloria Frost. The motion carried.

Welcome & Introductions:

Board Chair, Mary Lagerblade, gave a welcome to our board members and introductions were done by location, Mary reminded the board of the board dates for the 2009 – 2011.

New Business:

### Secretary's Report:

Carolyn Hauptert noted that two board members had recently received awards: Jeralyn Westecamp received the prestigious Prudential Spirit of Community Award and Dr. Kim Armstrong was honored as a recipient of the Athena Business Women's Award presented by the Illinois Quad City Chamber of Commerce.

### Treasurer's Report

Doug Nelson presented the financial reports for January and February, 2009. He indicated there has been discussion of sending the financial reports to the board monthly, thus making the financials a part of the consent agenda. The council is still waiting for cookie money to start coming in. We borrowed \$500,000 from the capitol fund, which is approximately the same amount as last year. Ann Hutchinson motioned that the financial report be accepted. The motion was seconded by Kim Armstrong. Motion carried.

### Development Committee

Ann Hutchinson, chair of the development committee, spoke to the board regarding community boards. This board would be a Girl Scout advocate in the community, help with generating financial support and meet quarterly. They would be non-voting positions. Gloria Frost suggested using the wording of advocacy or advisory in place of board in the title of the group. There has been interest shown by several people in participating in this type of position. A motion was made by Ann Hutchinson to accept the guidelines as presented. Teresa Dunkin made a second and the motion passed.

### Fund Development

Diane Koster presented information regarding the fund development events, financial updates on goals and secured funding and the adult generated revenue.

### Performance Excellence

Teresa Colgan provided an update on the Balanced Scorecard Summary for 2010. These objectives are to be in place by September 2009. She discussed strategic goals and objectives. She explained that the human resource objectives were being reviewed for a more global goal. According to the scorecard we are on target for meeting our goals.

### Program

Girls Go Global, Healthier Horizons is a huge council initiative that will bring girls together from all across our council. It will be held on May 9, 2009 at the Marriott Hotel in Coralville, IA. The anticipated number of participants is 2000 girls and adults. We have several large sponsors: Iowa Health Systems and Procter & Gamble are two of them. Transportation will be offered to ensure everyone has the opportunity to attend. There will be speakers, hands on learning displays, a rock wall for climbing; breakout sessions and a teen lounge just to mention a few. Board members are encouraged to attend.

Although camp registrations are down compared to last year, Donna Logan assured the board that our strategy efforts continue to reach girls and encourage them to attend this year. We have four camps, all offering many genres and camper grants. It was also mentioned that this year we did not print camp guides and mail them to all the girls.

Instead we sent out post cards and had everything on our website. Hard copies were available at our offices upon request. Plans are in the works now to do fliers, camp rallies and targeted mailings. There was discussion about the economy and the stimulus money coming soon and their effects on camp registration.

### Marketing & Communications

Chuck Gysi presented statistics from the recent Volunteer Survey his department prepared. A final report will be available in April. So far 581 volunteers have responded and 37 of our 38 counties are represented. Subjects such as years of service, store hours, location of meetings, expectations, and email access were just some of the questions asked in the survey. There was discussion regarding recent news articles of girls selling cookies over the internet. Chuck provided some insight into this topic and informed us that national is looking into the possibilities.

### Volunteer Services

Amanda Houle, staff member and Deb Wordehoff, chair of the recognition committee, presented for approval the list of nominations for council level awards to be presented at the Volunteer Appreciation Event to be held on April 18, 2009. The committee received 35 nominations and 25 were recommended to receive awards. A motion was made by Deb to approve the list as presented. Teresa Colgan seconded and the motion carried. The notification letters will be signed by Mary Lagerblade, board chair.

### Property Committee

Candace Arp presented a letter to be sent to the Human Service Campus Advisory Committee in Cedar Rapids regarding our interest in being a possible tenant of the Human Service Campus and Shared Business Resource Center for nonprofit agencies being proposed in Cedar Rapids. This letter was generated at the request of the board at the January, 2009 meeting. The property committee made a motion to accept the letter of intent as presented. A second was received from Teresa Colgan.

During a discussion of the specifics of the letter, Mary Ann Brown felt it would be better if the words "possible tenants" were added to the letter. An amendment to the motion was made by Mary Ann and seconded by Teresa Colgan. The motion passed.

### Board Discussion

#### All About Cookies

Nikki Habben, VP of Program, updated the board on the sales of cookies and our budget projections. We had 15,576 registered girls at the time of the sale; 77% sold cookies. The average boxes sold per girl is 134 boxes, which is an increase from last year. Cookies sales, reorders and booth sales will continue until the end of April. Nationwide cookie sales are down 5%, however, in our council, sales were up 3%. We currently use three warehouses: one in Davenport, one in Dubuque and one in Waterloo.

### CEO Report

Diane Nelson spoke to the effect cookie sales has on our offices and that it is the major focus of our staff. Cookie sales are a great way for girls to learn about goal setting and finances.

Three board members attended the Town Hall Meetings in the past few months. These meetings are a great way to meet the volunteers and older girl members and hear first hand their concerns and ideas. Mary mentioned that everyone she met with was very honest and had good suggestions. Board members were encouraged to attend the town hall meeting whenever possible

Diane was able to meet with all but 4 of the current board members to discuss their expectations and ideas for the board and the council. One concern over using the ICN for meetings is that members feel disconnected, however, the time and cost savings of the ICN meetings was a positive. The majority of the board members mentioned that they wanted to travel as little as possible. Most members felt their needs were being met; they suggested presenting the board packet in PDF format; have 2 hard copies of the packet at each ICN location; use a by site introduction so we all know who is attending and add a discussion segment for each meeting. Diane reminded the board that she and Mary were always available for contact should anyone feel disconnected or have questions.

### President's Report

Mary Lagerblade, board chair mentioned that a board retreat was discussed and is being developed. It will probably be in the summer of 2010. The date for the annual meeting will be November 19, 2009 and will be held in person in Iowa City. Deb Oliver made a motion to approve fund development submitting a grant application to the Knox County United Way. Pat Keir provided the second and the motion passed. Planning is on going to create an Executive Committee, which is allowed per our bylaws. The first meeting will be via phone in May.

The next board meeting will be an ICN meeting on May 21, 2009

### Adjournment

At 6:19 pm, a motion was made by Pat Keir and seconded by Teresa Colgan to adjourn the meeting. The motion was carried.

Respectfully submitted:  
Kathy Pinger  
Administrative Assistant

1-19-09 minutes	Financial Reports	Fund Dev. Reporting
Process Improvement goals	HR change	Letter of Intent
Recognition Recipients		