

Girl Scouts of Eastern Iowa and Western Illinois, Inc
2011- 2nd Avenue, Rock Island, IL 61201
MINUTES - Board of Directors Meeting – October 20, 2011

The Board of Directors of Girl Scouts of Eastern Iowa & Western Illinois met at the Leadership Centers in Cedar Rapids, Waterloo, West Burlington, Rock Island and Dubuque at 4:30 pm.

Present: Sue Evans, Colleen Iverson, Mary Lagerblade, Lee Mowers, Karla Steele, Tracy Schwind, Peg Hudson, Mary Ann Brown, Donnelle Fuerste, Michel Stone, Denise Bulat, Ann Menke, Teresa Colgan, Dave Vandeventer, Theresa Dunkin and Shawn Ryan.

Staff: Diane Nelson, Kathy Pinger, Ann McGlynn, Nancy Renkes, Stacy Conforti, Joanne Wzontek , Joyce Vance, Nikki Habben, Doug Nelson and Allison Johnson.

Absent: Bill Leaver, Lisa Wendell, Erin Jackson, Kim Armstrong, Ann Hutchinson, Deb Oliver, Dave Emerick, Jill Dashner, Sally Dickey, Carolyn Hauptert and Candace Arp.

Welcome & Introductions: Mary Lagerblade welcomed everyone at 4:45 and declared a quorum.

Consent Agenda: The business meeting was called to order at 4:45. A motion was made by Denise Bulat to approve the [minutes of the July 21, 2011 meeting](#). The motion was seconded by Mary Ann Brown and the motion passed.

Secretary's Report: Mary noted that a recent picture of board member, Mary Ann Brown, speaking to a troop of Girl Scouts was published in The Hawk Eye paper in Burlington. It is always good to see our girls and board members being recognized by the media.

Finance Committee Report: Ann Menke presented the [July, August and September 2011 financials](#). Ann presented the motion from the Finance Committee to approve the financials as reported. Tracy Schwind offered the second and the motion passed.

Ann noted the council's net profit of \$460,000. A discussion was held regarding Cookie Program Credits and the fact that only 60% of those issued were used by girls. Going forward, we will offer higher troop profit and less Cookie Program Credits.

Board Development: Michel Stone spoke to the board about filling the positions open due to resignations. She asked for the board to consider people in their community they felt would be an asset to the board and take an active role in bringing us to capacity. A [form was given to all board members](#) showing them the information that the Board Development Committee would like to have in hand when contacting potential board members. Any information can be sent to Michel Stone or Kathy Pinger at the council.

Performance Excellence Report: Teresa Colgan presented a brief overview of the 4th quarter [Scorecard Summary](#). Highlights were: the council is currently developing a publication targeted toward 3rd-5th graders that should launch in November 2011; community partners were invited and participated in the Leadership Summits throughout the council; eight on-line trainings are available for our volunteers; marketing plans and website were completed for the 100th Anniversary Celebration in 2012; town halls meetings were held throughout the council and the board's property recommendations were shared and discussed; the top 30 businesses in each core community were identified resulting in generating \$140,450 for the Girl Scouts; a girl outcome study was launched in October 2011 and the Leadership Experience Guide was completed and distributed to 2,000 troops.

A board survey was conducted with 28 surveys completed. The overall scoring was as follows:

- o Average mean scores for topic areas: (3=Agree, 4=Strongly Agree)
 - Strategic Leadership = 3.38
 - Board Culture = 3.35
 - Meeting Structure = 3.21
 - Financial Oversight = 3.25
 - Quality Oversight = 3.37
 - Chair Performance = 3.63
 - CEO Performance = 3.50
 - Governance Effectiveness = 3.44
 - Self-assessment = 3.16

The results will provide a point of reference for future surveys. The Executive Committee will review the survey in its entirety to develop a plan of action for an opportunities for improvement.

Fund Development Update: Nancy Renkes reported that fund development had a goal of locating 4 corporate funding sponsors for the 100th Anniversary events with each providing \$30,000. They have currently secured 3 of the 4 donors. The Green and White Celebrations were a success. They were held at 40 schools; reached 1,000 family members and raised \$26,200. The goal for 2012 is to hold a Green and White Celebration at 100 schools. The council's coffee table book, *100 Years of Leadership*, contains over 100 stories about Girl Scouts and Girl Scout experiences. They will be ready for distribution before Christmas.

Discussion: Town Hall meetings were held throughout the council in September. The questions raised by volunteers were more programs oriented than property related. There were great discussions held with staff and volunteers. Minutes from each of the town hall meetings were discussed with the board before the property discussion was presented and a vote taken. Minutes from the Town Hall meetings are posted on line.

Denise Bulat reported out on the recommendations presented by the Property Committee at their last meeting. These recommendations were shared with the volunteers at the town hall meetings as well as being posted on line. Each proposal was discussed and voted on separately.

Recommendation #1: The Property Committee will continue to focus on asset stewardship on behalf of the council. This committee will conduct a review the outcome, data, and program information relevant to property from 2011. From this review, the property committee will determine which properties will continue to be utilized and for what purpose in 2012. This determination may range from no change with a property, expanding or limiting program offerings at a property and/or putting a property on rest. In 2013, the property committee will make final determinations regarding council properties which may include, no changes, expanding or limiting program offerings, putting property on rest or asset divesture. The property committee will present these recommendations to the GSEIWI Board of Directors for final approval. A motion was made by Ann Menke to approve Recommendation #1. The motion was seconded by Mary Ann Brown. A vote was called and the recommendation was approved.

Recommendation #2: Safety is the first priority for the council properties. The council will continue to have facilities that rate high in maintenance and safety. To address safety during inclement weather, a storm shelter needs to be built at the Camp Conestoga property. The other council camp properties have storm shelters which fulfill the safety needs for the respective property. Discussion was held on the type of shelter needed and the cost projection. Lee Mowers motioned to approve the safety expenditures at Camp Conestoga with consideration of how to accomplish them being investigated and approved by the board at a later date. A second was offered by Karla Steele. The recommendation was approved.

Recommendation #3: In 2011-2012, the council will continue to adjust the number of horses to be in line with previous equestrian program attendance and lease horses instead of own. If additional riding capacity is needed, the council can secure access through collaboration with area equestrian facilities instead of increasing the size of the council herd. Equestrian programs should not be provided at Summer Troop Camp. Lee Mowers motioned to approve Recommendation #3 with the following change in wording:

The last sentence will read Equestrian programs WILL not be provided at Summer Troop Camp, replacing the word SHOULD. Karla Steele seconded the motion and the recommendation was approved.

Recommendation #4: The Rock Island facility is inadequate space for administrative services and program functions. The relocation of administrative services to a more conducive office environment with adequate square footage is essential and action should be taken in 2012 to alleviate this situation. There will not be any major investments to acquire this type of space. An alternative usage of the existing Rock Island building, such as for an urban program center, will be incorporated as part of the 2013 recommendations from the property committee.

After a brief discussion, Ann Menke motioned to accept Recommendation #4 with the removal of the sentence "there will not be any major investments to acquire this type of space" and replace it with "It is our intention to lease space with renovations to be considered by the board at a future date." Tracy Schwind seconded and the recommendation was approved.

Recommendation #5: Offer space for programs and trainings in Leadership Centers where such utilization could occur. All facilities will be considered for this usage; however, there will not be any major investments to acquire this type of space in every area.

Karla Steele made a motion to approve Recommendation #5. Mary Ann Brown offered a second and a vote was taken to approve recommendation #5.

President's Report:

- Mary Lagerblade spoke to the board about the Annual Board Appeal. She noted that the staff has 100% participation and this year increased their contribution from \$16,400 to \$22,000. She encouraged each member to do their best to support the council financially.
- Mary also spoke about the National Convention being held this year Houston, November 10-13th. We have approximately 50 people from our council attending. There will be numerous speakers and entertainers as well as topics of discussion such as "What If Girls Ran the World?"
- The annual meeting for our council will be held on April 28, 2012 at the Marriott Convention Center in Coralville, IA. The meeting will be held in the evening, following a day of activities centered on the 100th Anniversary Celebration and volunteer recognitions.

CEO Report:

- Diane Nelson shared current membership numbers for our council which are at 14,000. Our goal for 2012 is 19,000. All 428 schools in our council have been visited and presented with an opportunity for girls to register. Diane also spoke to an upturn in [membership at the national level](#). In 2010 only 26 councils showed increased membership (GSEIWI being #6) but in 2011 that number increased to 70 councils.
- The five Leadership Summits held in early October were hugely successful. It was the perfect opportunity for our volunteers to learn more about our programs and community partnerships that are available.
- The council's new Director of Marketing and Communications, Ann McGlynn, has brought new innovative ideas to our marketing and is working on rebuilding and improving our website.
- The next board meeting will be January 19, 2012.

Adjournment: Mary asked for a motion that the meeting be adjourned. Mary Ann Brown made the motion and it was seconded by Theresa Dunkin. The meeting adjourned at 6:20.

Respectfully submitted:

Kathy Pinger, Executive Assistant

Enclosures: Financials 7-21-11 minutes Performance Excellence
 Property Recommendations Recruitment form National Trend