

Girl Scouts of Eastern Iowa and Western Illinois, Inc  
2011- 2<sup>nd</sup> Avenue, Rock Island, IL 61201  
**MINUTES - Board of Directors Meeting – July 15, 2010**

The Board of Directors of Girl Scouts of Eastern Iowa & Western Illinois met at Camp Conestoga, New Liberty IA at 4:00 pm.

**Present:** Mary Lagerblade, Denise Bulat, Mary Ann Brown, Julia O'Donnell, Amanda Malin, Michel Stone, Deb Oliver, Ann Hutchinson, Sue Evans, Shawn Ryan, Lee Mowers, Kaylyn Parker, Carolyn Hauptert, Candace Arp, Larry Cremer, Gloria Frost, Ann Menke, Dave Vandeventer, Kim Armstrong and Teresa Colgan. Staff: Diane Nelson, Kathy Pinger, Allison Johnson, Nancy Renkes, Nikki Habben, Gene Averhoff and Doug Nelson.

**Absent:** Bill Leaver, Amy Olson, Erin Bolinger, Donnelle Fuerste, Theresa Dunkin, Pat Keir, Dave Emerick.

**Welcome & Introductions:** Board Chair, Mary Lagerblade welcomed everyone in attendance at 4:00. Attendance was taken and a quorum declared. Kara Delaney, Camp Conestoga Director, also offered a welcome and shared information about the camp and the sessions being offered. She expressed a concern over ample storm shelters for girls to use in the middle of the night. Kara also offered a tour of the camp grounds to anyone who would be interested after the meeting.

**Minute for the Mission:** Amanda Malin explained to the board a little about the CIT (Counselor in Training) program. Amanda is current working at Camp Conestoga as a CIT. She told us that she had learned a new appreciation for the hard work it takes to help lead and direct young girls and now understands her parents better. Amanda talked about the skills she had learned through Girl Scouting that have allowed her to improve and utilize character, confidence and courage. Courage: she has learned to speak out; Character: she is able to accept people for who they are and appreciate them; Confidence: to become and be proud of who she is. She is looking forward to CIT II training next year then becoming a fulltime counselor.

**Consent Agenda:** The business meeting was called to order at 4:10. A motion was made by Michel Stone to approve the minutes of the May 20, 2010 meeting. Kim Armstrong provided a second and the motion was passed.

**Secretary's Report:** Carolyn Hauptert, Board Secretary, reported two resignations from the board: Amy Olson and Erin Bolinger. Amy's work position has taken on new responsibilities which will include traveling extensively and Erin Bolinger is needed to care for a sick family member. Amy Olson will continue to work on the Finance Committee. Mary Ann Brown made a motion to accept these resignations. The motion was seconded by Teresa Colgan and the motion passed.

**Treasurer's Report:** Ann Menke presented the May, 2010 and June, 2010 financials. Although financial aid is up, that is a part of the budget that the board is glad to see being utilized to the fullest. A review of the tiered pricing program was given. Tiered pricing allows parents the option to pay the actual cost of their girl's camp session and also offers 2 supplemented levels of cost. We realized \$50,000 additional camp revenue from this option as many parents felt they could pay more of the actual cost. Every eligible camper who requested assistance received some money.

- An update on the pension cessation was shared. The date of July 31, 2010 will be the last of the contributions to the plan. All assets at that time will be frozen. The finance committee will meet in August to work on the effects on our employees and report to the board at the October meeting.
- Our product sale bad debt has seen a dramatic decrease due to a partnership process with product sales and finance. We are now able to freeze troop accounts when payments are not made and we are taking a stronger position in the collection of past due accounts.
- Mary Ann Brown moved to approve the financial committee reports and Dave Vandeventer seconded. The motion passed.

- Ann then presented the proposed Operating Budget. Travel costs are up due to the international trip being planned for our girls and a request to raise salaries by 3% is included. There is a plan to again match 3% of the employee's contribution to the 403B plan. Lee Mowers made a motion to approve the proposed Operating Budget. It was seconded by Mary Ann Brown and passed.
- The Capitol Budget was also presented to the board by Ann. Improvements to camps, such as storm shelters, and the improvements and changes to the Rock Island office were discussed. The motion was made by Teresa Colgan to accept the Capitol Budget, seconded by Shawn Ryan and passed.

### **DISCUSSION:** Property Consultant, Mark Allsup, GSUSA

- Denise Bulat introduced Mark Allsup, GSUSA property consultant. She also reported briefly on the Property Committee meeting held on July 14, 2010. Denise commended the camp staff and rangers for keeping a balanced budget.
- Mr. Allsup explained that he had visited all of GSEIWI properties. He presented his impressions. He stated that our council has an outstanding and highly qualified Property Committee which he commended on their actions and planning. His presentation is totally data driven and follows the GSUSA Strategic Learning format. Mr. Allsup presented direction on long-range property planning to include Learning What we Have; Focusing on What We Want; Aligning What We Will Do and Executing How We will Get There.
- He also reminded the board that market and membership drive program and program drives property.
- Included in Mr. Allsup's presentation were population maps showing girl and adult membership, service centers, program sites, suburban cities and girl population changes from 2009 – 2014. He also included highlight photos of each of our camp properties. Mark suggested that we review this information to ensure that we are currently meet the girl's needs.
- Mark told the board the he was impressed with the condition of each of our camps. He also noted that our council has 4 camps and we are "horse camp heavy" which means that each of the 4 camps offers horse programs. Having 4 resident camping programs with the number of girls in our council is above the norm. Each of these is an issue that needs to be considered. Also, he mentioned the use of our office facilities, specifically the Rock Island office. As the council as outgrown the RI office facility, it might serve as a wonderful "urban camp" or "urban learning center" where girls could experience learning in an urban setting since the RI office has close proximity to the Rock Island Arsenal and the Mississippi River.
- The Property Committee has set up three task teams charged with creating a plan for property usage and will present their findings to the board. The task teams are: Market Research, Property and Program. Our staff will assist with a research and evaluation method. The suggested timeframe by Mr. Allsup is 6-9 months to get our strategic plan in place.

**Performance Excellence:** Teresa Colgan presented an update on the progress of the Strategic Learning Team. GAP teams are currently meeting to plan how to get from where we are to where we need to be. Teresa also shared the new Leadership Message that has evolved through the Strategic Learning process;

### **Excellence is our expectation.**

**The What** GSEIWI will be progressive by providing a dynamic, relevant, fun and life-changing experience for girls.

**The Why** Our girls deserve a quality leadership experience.

**The How** Everyone has a role in making the vision become reality by honoring the tradition of progression.

### **The How Much**

GSEIWI will exceed the expectations of our communities, families, and girls. Our exceptional team members are essential to our success. Guided by our key priorities, GSEIWI will ensure opportunities and resources are available to fulfill our mission.

### **GSEIWI Key Priorities**

Girl Scout Leadership Experience (w/FUN)

Develop a progressive leadership experience that is girl centric and mission critical.

### **Volunteer Management**

Strengthen systems and strategies to support volunteers at all levels.

### **Communication/Marketing**

Enhance awareness to increase brand visibility and organizational relevance of the value of Girl Scouts.

### **Funding/Financial Management**

Leverage resources and diversify funding/income streams to fulfill the Girl Scout mission.

### **Outcomes/Data Collection**

Develop and support comprehensive data collection processes and tools to acquire meaningful information to support the future work of the council.

### **Partnership/Strategic Collaboration**

Develop and implement a community cultivation plan that focuses on partnerships that are outcome based and mission aligned.

### **Our Continual Focus**

GSEIWI will be the best at providing a leadership experience for girls that is girl centric and outcome-based.

She also presented a letter our council received from GSUSA regarding our completed Council Performance Indicated (CPI). The ratings received are a tool for the board to focus its strategic priorities and envision integrated progressive leadership opportunities. It also reflects an assessment of the council's strengths and viable opportunities. Based on this review our charter will be issued in December, 2010.



**Board Development:** Michel Stone, Chair of the Board Development Committee, informed the board:

- The committee is planning a meeting for the first part of August.
- They will ask some board members to continue and they will need to fill a few positions.
- The Board Development Committee would welcome any suggestions for new board members.
- Replacement is needed for two board members in Waterloo/CF and one vacancy in IC/CR.
- The Girl Board Member recruitment process will begin in August to appoint our 3 girl board member.
- There are a number of vacancies in our Board Development committee due to term limits.

**CEO Report:** Diane Nelson thanked Gloria Frost for presenting the DISC Profile to the leadership staff. She also encouraged the board to be looking in their communities for those who would be interested in being apart of our board. Plans are shaping up for our 100<sup>th</sup> Anniversary. A committee of 14 volunteers and staff are currently working on a guest speaker, events on the regional, service unit and troop levels. A marketing presentation of our new brand and an update on the status of the 100<sup>th</sup> Anniversary plans will be presented at the next board meeting.

A report was given on support we have received from area United Ways and also the loss of funding from Cedar Valley United Way. Diane, Nancy Renkes and Joanne Wzontek have met with their board members and CEO regarding the de-funding of Girl Scouts. Our Fund Development Department will be working in that area to find other avenues of support.

**President's Report:** Several councils have been contacted regarding the agenda for the national Council Meeting. Mary Lagerblade presented two proposals for consideration for the agenda at the 2011 National Council Meeting. In general the proposals will place value on our programs, create long-term sustainable, renewable income streams and a method to become less dependent upon product program.

**Proposal #1 reads:**

Council Registration Fee: Blue Book Policy "Family Participation" changes to read: "Financial support for Girl Scout councils is derived from the broader community. Local councils are encouraged to solicit the families of girl members for financial support as one part of the overall fundraising campaign. This may be done at the time of membership registration." We propose that councils should be permitted to determine a registration fee for services that includes the \$12 GSUSA membership fee and would:

- Be based on individual Council budgetary considerations, as we do now with setting the price of a package of cookies
- Make a statement to our families about the value of the program that councils provide
- Decrease our dependence on product-program revenue
- Provide Councils with a significant long-term and renewable revenue stream
- Give Councils much more funding for Assistance to Girls/Councils care support

The \$12 membership registration fee gives families a false idea of what the Girl Scout experience cost. Many families think that the \$12 stays with the Council.

Lee Mowers made a motion to agree that this topic should be on the National Council Meeting Agenda and a second was received from Dave Vandeventer.

**Proposal #2 reads**

Annual Membership: Blue Book Policy: Membership Dues and Procedures for Registration

Remove: "GS Membership year is October 1 through September 30."

Replace with: "GS membership year commences on the date of registration for the member."

Ann Menke made a motion to agree that this topic should be on the National Council Meeting agenda and a second was provided by Larry Cremer.

The motions and approvals do not indicate that we believe these changes should be made only that we believe it should be a topic on the agenda.

**Adjournment:** A motion was made by Mary Ann Brown to adjourn the meeting at 6:40 pm. Teresa Colgan seconded and the meeting adjourned.

Respectfully submitted:

Kathy Pinger, Administrative Assistant

Enclosures:

Financials  
5-20-10 minutes  
CPI report

Strategic Planning Information  
Property Presentation