

MINUTES

GSCO BOARD MEETING AND STRATEGIC PLANNING

July 15, 2022

Attendance

(All present throughout, maintaining quorum.)

- Board members attending: Brooke Bodart, Jennifer Casani, Caroline Cornell, Megan Flori King, Erica Fukuhara, Victoria Gigoux, Christina Gunn, Genia Herndon, Meredith Keuhler, Maureen McDonald, Cindy Miller, Barbara Myrick, Angela Roberts, Raneen Sheno, MD, Shannon Sisler, Carrie Walters
- Board members excused: Tim Butler, Crystal Eustis, Anji Roe Wood, Katy Essenburg (MCC Rep)
- Membership Connection Committee Representatives to the Board (non-voting): JoAnne Busch, Wendy Doak, Nicole Lockwood
- GSCO Staff (non-voting): Leanna Clark - *ex-officio*, Michelle Boot, Kristin Hamm, Donnell Heistand, Melissa Holmberg, Martha Johnson, Katie Singleton, Lindsay Standish, Heidi Vielhaber

Call to Order

With a quorum present, Caroline Cornell, Chair of the Girl Scouts of Colorado (GSCO) Board of Directors, called the meeting to order at 9:01 a.m. The meeting was held virtual via Zoom video call.

No conflicts of interest were declared.

Consent Agenda

The Board reviewed the consent agenda.

- Board approved the minutes from the May 20th, 2022 meeting
- Standing and Ad-Hoc Committee Reports were approved including Audit, BGC, Finance, and Philanthropy

ACTION: On a motion made by Ms. Sisler and seconded, the Board unanimously approved the above-named actions through a consent agenda. A quorum was present.

Council Update

Ms. Clark highlighted council updates as outlined in the Board Packet, Ms. Johnson provided additional update on Fund Development.

- GSUSA is adding a new cookie flavor, Raspberry Rally, to the 2023 line up which will only be available to purchase online
- GSCO is exploring working with GSUSA's ad agency on boosting full-paid recruitment ad campaign to complement the national campaign
- Risk Management is working on building an organization wide security plan including an analysis of what we currently have and identifying any potential gaps
- GSCO has been identified as a growth council for girl membership and has surpassed membership numbers from June 2021
- Early Bird renewal campaign wrapped up June 30th, currently there are 8,605 Girl Scouts and 3,700 adult members that have renewed

- 55% of the membership has already renewed for 2022-23 which is significant
- Experience Center build is behind due to permitting but looking at opening in February
- Development staff is in the early stages of evaluating the potential for a capital campaign with funds from the sale of Magic Sky Ranch as seed money. The initial concept is to fund expanding the Experience Center concept in other areas of the state. Member surveys will be conducted as part of the process.
- Ms. Johnson provided an update on Fund Development's annual goal – progress to date is \$1,091,880 towards the \$1.2 million dollar goal
- \$281,850 has been raised for the 2022 Women of Distinction event surpassing the goal by \$31,850
- Ms. Johnson also reviewed asking styles types, and discussed ways to use that to be more comfortable and successful

Board Governance The Board reviewed the slate of GSCO Board of Directors status

- Presented a new slate of board members to include Cherie Axelrod and Hayley Harris, to begin three-year term from September 2022-July 2025

ACTION: On a motion made by Ms. Miller and seconded, the Board unanimously approved the Slate as provided in the Board Packet. A quorum was present.

Executive Session The Board went into Executive Session at 10:35 am and ended at 11:34 am. No action was taken.

APPROVED by Girl Scouts of Colorado Board of Directors on September 16, 2022, by vote of all in favor; none opposed; none abstained.



Girl Scouts of Colorado
Brooke Bodart, Secretary, GSCO Board of Directors