



BOARD OF DIRECTORS

MINUTES

GSCO BOARD MEETING and STRATEGIC PLANNING

November 18, 2022

Attendance

(All present throughout, maintaining quorum.)

- Board members attending: Cherie Axelrod, Brooke Bodart, Caroline Cornell, Christy Belz, Crystal Eustis, Megan Flori King, Erica Fukuhara, Victoria Gigoux, Christina Gunn, Genia Herndon, Haley Harris, Maureen McDonald, , Angela Roberts, Anji Roe Wood, Ranee Shenoj, MD, Shannon Sisler, Carrie Walters
- Board members excused: Meredith Kuehler, Amy McGarrity, Barbara Myrick
- Membership Connection Committee Representatives to the Board (non-voting): JoAnne Busch, Wendy Doak, Teya Fukuhara, 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 9:04 a.m. The meeting was held via Zoom video call. No conflicts were declared.

Consent Agenda

The Board reviewed the consent agenda.

- Board approved the minutes from the September 16, 2022, meeting
- Standing and Ad-Hoc Committee Reports were approved including Audit, Finance, Membership Connection (MCC) and Philanthropy

ACTION: The Board unanimously approved the above-named actions through a consent agenda. A quorum was present.

Finance Report

Ms. Heistand reviewed the overview of finances and budget as presented in the Board Packet.

- September finance package was presented in Board Packet
 - Overall 2022 was a great year and MacKenzie Scott donation made a significant impact
 - Rosie Adams was hired in September 2022 as new Controller
 - No unusual questions or issues have been raised by the auditors during preliminary work
- Lease buy out of Denver office addressed
 - Denver office currently has 11,000 square feet of space that is not being used post COVID as most staff works from home

- GSCO was approached by Denver office space landlord with an offer to buy out the current lease
- GSCO has negotiated to buy out the lease at 45% effective no earlier than March 1, 2023, which has been approved by the Finance Committee
- This lease buy out will provide a savings of \$249k to GSCO over the term of the lease
- Board discussed moving forward with a letter of intent with leasing additional space as a “Back Stage” area
 - GSCO staff needs an area in addition to the Experience Center where shipments can be received, sorted, packed and stored
 - GSCO staff found 1,500 square feet of office space near the retail shop which is perfect for this use

ACTION: On a motion made by the Standing Finance Committee and seconded, the Board unanimously approved the September finance package packet as presented in the Board Packet. A quorum was present.

ACTION: On a motion made by the Standing Finance Committee and seconded, the Board unanimously approved the buy-out of the Denver Lease office space. A quorum was present.

ACTION: On a motion made by the Standing Finance Committee and seconded, the Board unanimously approved the Letter of Intent to lease the office space which will be known as the Backstage area. A quorum was present.

Audit

Ms. Eustis reviewed activity from the Audit committee including updated Whistleblower Policy.

- Committee has worked through 403b and filed the 5500
- Audit Committee has reviewed assets of the staff and verified that documents are completed with things like beneficiaries noted
- Updated Whistleblower Policy was included in the Board Packet for Directors to read

ACTION: On a motion made by the Standing Audit Committee and seconded, the Board unanimously approved the Whistle Blower Policy. A quorum was present.

Council Update

Ms. Clark highlighted council updates as outlined in the Board Packet.

- GSCO staff is evaluating a possible Capital Campaign, working with a few individuals and groups for advice on how this might look
- Goals would be to live up to state-wide mission using funds generated from a Capital Campaign to build other Experience Centers across Colorado
- The first Experience Center is on track to open first quarter of 2023
- Ms. Clark reviewed 2022 Strategic Plan Dashboard

- Membership goal is slightly under
- Membership retention is up and looks great
- Staff has successfully adopted new brand
- Social and earned media shows increase on brand and engagement by 10%
- 60% of media coverage reflects brand purpose and leadership
- Fund Development team closed 5 new sponsors
- Ms. Clark also reviewed 2023 Dashboard and goals
 - Girl Membership is up 12.5% and 73.8% to 2023 membership goal
 - Currently GSCO is the largest mid-size council in the country, 15th largest overall
 - Goal to have 80% leaders retained by MY23 – currently this is at 73.8%
 - 73% first year Girl Scouts renewed from MY22 to MY23
 - For branding, GSCO will continue to center girl voices and increase girl-generated content
 - Increase external partnerships and overall funds raised by GSCO
 - Renew 90% of partnerships and welcome 3 new annual partners
 - Increase revenue by 15%
 - Ms. Standish recapped a recent staff retreat for training and development
- Denver Business Journal presented Gold Award Girl Scout Genesis Rodriguez with Outstanding Woman in Business Award
- Ms. Vielhaber provided report on Outdoor Properties which included Experience Center updates and horse programming at Tomahawk Ranch to be launched in MY23.

Executive Session The Board wen into Executive Session at 11:20 am.
The session adjourned at 11:37 am, concluding the meeting.

APPROVED by Girl Scouts of Colorado Board of Directors on January 20, 2023, by vote of All in favor; None opposed; None abstained.



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