

**MINUTES**  
**GSCO BOARD MEETING**

May 17, 2024

**Attendance**

*(All present throughout,  
maintaining quorum.)*

- Board members attending: Caroline Cornell, Crystal Eustis, Erica Fukuhara, Megan Flori King, Jaime Gardner, Victoria Gigoux, Christina Gunn, Hayley Harris, Genia Herndon, Meredith Kuehler, Kelli Ogunsanya, Angela Roberts, Anji Roe Wood, Diane Scott, Carrie Walters
- Board members excused: Cherie Axelrod, Christy Belz, Jeff Detra, Kris Gaw, Maureen McDonald, Amy McGarrity, Manette Snow
- Membership Connection Committee Representatives to the Board (non-voting): Nicole Lockwood
- GSCO Staff (non-voting): Rychelle Arnold, Leanna Clark - *ex-officio*, Kristin Hamm, Donnell Heistand, Martha Johnson, Katie Singleton, Lindsay Standish, Melissa Sisneros, Heidi Vielhaber
- Guests: Joe Bronesky

**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 9:07 a.m. The meeting was held both in-person and via Zoom video call. No conflicts were declared.

**Consent Agenda**

The Board reviewed the consent agenda:

- Minutes of the March 15, 2024, meeting reviewed.
- Standing and Ad-Hoc Committee Reports were received including Audit, Finance, Fund Development, Ideation, BGC and Young Professionals and Executive.
- Staff reports and updates

**ACTION: On a motion made by Ms. Scott and seconded, the Board unanimously approved the Consent Agenda. A quorum was present.**

**Financial  
Committee Update**

Ms. Heistand reviewed the January 2024 Financials.

- For March YTD results, operating income is \$7.2M, \$.8M better than budget.
- Based on conversations with budget owners it is believed the shortage from cookie sales and lower camp attendance will be covered.
- Investments at Rose Community Foundation are performing well with \$1.8M in unrealized gains, \$1.3M better than budget.

**ACTION: On a motion made by the standing Finance Committee and seconded, the Board unanimously approved the Financial update. A quorum was present.**

**Technology Update**

Ms. Heistand provided annual Cyber Security update on behalf of CKT who provides security support and prevention advice for GSCO.

- Rubin Brown has a cybersecurity specialist assigned to GSCO.
- GSCO is continuing to build the program and invest in education.
- Focus is on prevention and proactive strategies for early detection, containment, and quick resolution.
- GSCO utilizes firewalls, multi-factor authentication, phishing simulation, employee training, password manager, and Ironscales (advanced email protection) to protect organization.
- Updated policies include employees not using personal computers and not signing up for cloud services without the IT team conducting a secure analysis.

**Council Update**

Ms. Clark provided a brief highlight from the departmental updates included with the Consent Agenda.

- MMR zipline passed inspections and staff training is planned for May 8-10.
- 2,012 campers are registered for summer camp – down from last year.
  - Social media pushes have been made in effort to increase registration with the plan for a more aggressive marketing approach next year.
- MarComm team is working with Taylor Agency, focused on getting more groups into the GSCO DreamLab.
- Partnership with Union Station who is celebrating their 10<sup>th</sup> anniversary with an event.
  - GSCO has been selected as one of 15 nonprofits to assist with selling tickets.
  - Tickets are \$1,000 each and GSCO will receive the money for tickets our organization sells.
- Membership renewal on Discount Day increased by 9.6% in the one-day flash sale.

**Executive Session**

The board entered Executive Session at 9:35 am. Guest Mr. Bronesky was present. Discussed LBB go forward strategy for 2025 cookies season. Additional discussions with vendor and team required surrounding any changes/decisions.  
**No action was taken.**

**Young Professional Committee Update**

Ms. Herndon reported on the Young Professional Board proposal.

- Purpose for developing a young professional advisory board is to cultivate the talent of young professionally-minded individuals.
- Members would create and manage events, engage young alumni of GSCO, make personal donations, volunteer, and serve as a pipeline for board membership.
  - Create engagement opportunity for young alumni of GSCO, particularly interested in Gold award recipients.

- Board networking opportunities, peer networking and leadership development.
- Serve as GSCO ambassadors.
- Create additional support for current and prospective alumni, volunteers and programming for GSCO.
- Expand fundraising opportunities /capacity for the GSCO
- Develop intentional pipeline for board – future candidates for GSCO Board of Directors.
- Benefits for participants include professional growth and board experience, board networking opportunities, leadership development, peer networking and recognition within community via GSCO platforms as appropriate.

**ACTION: On a motion made by Ms. Scott and seconded, the Board unanimously approved advancing a young professional group by entering the development phase as outlined in the proposal. A quorum was present.**

**Board Governance  
Committee Update**

Ms. Gunn provided results from a recent Board demographics survey.

- Last Board survey was done in 2021.
- BGC has ongoing discussion on board size, composition, pipeline/recruitment, and DEI initiatives.
- Categories that are looked at include disability, race & ethnicity, age and gender/pronouns and align with GSUSA categories.
- BGC recommends that the Board size is 15-20 members.
- Age of Board skews a little more experienced and are professional level.

Regional mix could be better but is not far off where we would like to be.

**Future 45  
Discussion**

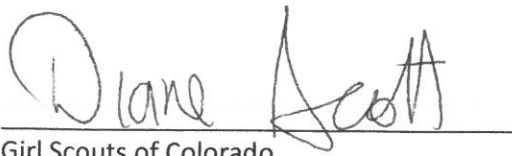
Ms. Cornell led discussion on future of GSCO and level of change moving forward to accomplish goals.

- Board is looking to diversify revenue beyond cookie sales.
- FY 2024 GSUSA objectives include attract new members, retain existing members, grow revenue and strengthen technology.
- Board broke into small groups for brainstorming and discussion.
  - Reflection included why Girl Scouts, who do we serve and what experience do we offer and how do we envision this looking in the future?

**Adjournment**

Meeting adjourned at 12:23 p.m.

APPROVED by Girl Scouts of Colorado Board of Directors on July 19, 2024, by vote of \_\_\_ in favor; \_\_\_\_ opposed; \_\_\_ abstained.

A handwritten signature in black ink, reading "Diane Scott". The signature is written in a cursive style. The first name "Diane" is written with a large, looped 'D'. The last name "Scott" is written with a large 'S' and a stylized 't'.

Girl Scouts of Colorado

Diane Scott, Board Secretary, GSCO Board of Directors