

MINUTES
GSCO BOARD MEETING

March 15, 2024

Attendance

*(All present throughout,
maintaining quorum.)*

- Board members attending: Cherie Axelrod, Christy Belz, Caroline Cornell, Crystal Eustis, Erica Fukuhara, Megan Flori King, Jaime Gardner, Kris Gaw, Victoria Gigoux, Christina Gunn, Hayley Harris, Genia Herndon, Meredith Kuehler, Maureen McDonald, Angela Roberts, Anji Roe Wood, Diane Scott, Manette Snow, Carrie Walters
- Board members excused: Jeff Detra, Amy McGarrity, Kelli Ogunsanya
- Membership Connection Committee Representatives to the Board (non-voting): Nicole Lockwood, Kimberly Jones, Vicki Scott
- GSCO Staff (non-voting): Rychelle Arnold, Leanna Clark - *ex-officio*, Kristin Hamm, Donnell Heistand, Melissa Holmberg, Martha Johnson, Katie Singleton, Lindsay Standish, Melissa Sisneros, Heidi Vielhaber
- Guests: Denise Delgado and Becky Grupe GSCO staff
Elizabeth Garner, Colorado State Demographer
Sunny Su, and Kim Ryan, Rubin Brown

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 9:03 a.m. via Zoom video call. No conflicts were declared.

Consent Agenda

The Board reviewed the consent agenda:

- Minutes of the January 19, 2024, meeting reviewed.
- Standing and Ad-Hoc Committee Reports were received including Audit, Finance, Ideation, and Young Professionals and Executive.
- Staff reports and updates

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

**Financial
Committee Update**

Ms. Heistand reviewed the January 2024 Financials.

- Operating income is \$(1.8)M, \$(2.1)M worse than budget which is due to timing of cookie program net revenue.
- Investments are performing well with \$1.4M in unrealized gains, \$1.1M better than budget.
- Cookie sales are predicted to be 4.1M packages sold versus 4.3M budgeted creating a \$(.3)M negative variance to budget.

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

**Population Trends
In Colorado
Discussion**

Ms. Garner presented population trends in Colorado and highlighted areas where families are growing versus declining.

- Current population is growing at a slow rate, with births down and deaths up.
- Growth trends are showing rapid increase in the 65+ age group.
- 95% of population and job growth is along the Front Range.
- Births are the #1 source of growth in Colorado but down about 8,000 births/year.

Council Update

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

- GSCO is launching new ecommerce site for additional revenue retention separating from the GSUSA system.
- Sky High Ranch is using funds from MMR sale for property renovations.
- Staff has seen a lot of recent turnover which is challenging.
- Early Bird renewal will be April 1st with an offer of a discounted membership fee to encourage registration.
- DreamLab recently launched reservations for birthday parties as a source of additional revenue.

Dashboard Review

Ms. Clark and GSCO Staff provided a Dashboard review.

- Currently serving over 200 underrepresented youth through six outreach outdoor programs.
- MY24 current membership is 80% to goal with membership at 13,910.
 - 13,815 Girl Scouts renewed in volunteer-led troops or 86% to goal.
 - 95 registered Girl Scouts in staff-led programming or 1% to goal.
- Fund Development team has raised \$773,140 toward giving goal of \$1,605,400.
- \$131,549 has been raised to date to support outdoor programs and property.
- Product Program has generated \$21,881,128.38 in revenue.
 - Initial order was 3,340,872 packages, down 4.16% from 2023.
 - Shipped packages were up 119% at 212,044 in 2024.
 - Total sales for the 2024 Cookie Season were 4,097,168 packages down 3.54%.
 - 2024 noted fewer Girl Scouts and troops selling cookies.
- DreamLab has hosted 108 events, workshops, and regular drop-off programs engaging 1,422 individuals since 10/1/23.

**Fund Development
Committee Update**

Ms. McDonald and Ms. Belz discussed reminders on how the Board can contribute to fundraising efforts.

- Reminder that the goal is for GSCO Board to support strategic and sustained giving efforts to support the council.
- Board broke into small groups for brainstorming potential invites to the WOD Denver event and role play messaging platform on why they should attend/support GSCO.

Young Professionals Committee Update

Ms. Herndon reviewed purpose and goals of Ideation Committee.

- Following months of research, the Young Professionals Exploratory ad hoc committee will present findings and recommendations at the May Board meeting.
- Anticipated benefits for GSCO include:
 - Creating engagement opportunities for young alumni, particularly Gold Award recipients.
 - Expose young professionals and their professional organizations to GSCO.
 - Serve as GSCO ambassadors and create additional support for current and prospective alumni, volunteers and programming of GSCO.
 - Expand potential fundraising opportunities.
 - Develop intentional pipeline for board service.
- Anticipated benefits for YP Advisory Board Participants:
 - Professional growth and board experience.
 - Board networking opportunities, peer networking and leadership development.
 - Recognition within community via GSCO platforms.
- GSCO Highest Award Manager would provide staff support by attending all meetings as an ex officio (non-voting) position on the committee.

Board Governance Committee Update

Ms. Gunn provided an update on the last BGC Committee meeting.

- Last meeting discussed importance of being thoughtful, what information on board members to gather that is meaningful and respectful.
- Board will be doing a Composition Survey requesting info like age, gender identification, race/ethnicity, regional, professional level and a few other items.
- Board members are interested in seeing a more diverse board in the future.

Executive Session – Audit Committee

The Board entered an Executive Session after dismissing all staff.

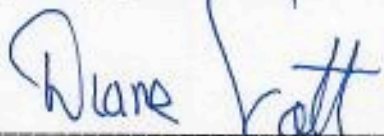
Ms. Heistand, Ms. Su and Ms. Ryan reviewed the 990 Tax Return.

ACTION: On a motion made by the standing Audit Committee and seconded, the Board unanimously approved the 990 Tax Return. A quorum was present.

Adjournment

Meeting adjourned at 11:52 a.m.

APPROVED by Girl Scouts of Colorado Board of Directors on May 17, 2024, by vote of ___ in favor; ___ opposed; ___ abstained.

A handwritten signature in blue ink, appearing to read "Diane Scott", written over a horizontal line.

Girl Scouts of Colorado
Diane Scott, Board Secretary, GSCO Board of Directors