

**BOARD OF DIRECTORS**

The regular meeting of the Board of Directors of Girl Scouts of Western Ohio was held at the Girl Scout office in Dayton. President, Victoria Nilles, was in the chair and Patrice Borders, Secretary, took the minutes.

**BOARD MEMBERS  
PRESENT**

Board members present:  
Victoria Nilles, Chair  
Cassie Barlow, 1<sup>st</sup> Vice Chair  
Patrice Borders, Secretary  
Zo Redman, Treasurer  
Kimber Fender  
Sue Gantz Matz  
Angela Granata  
Theresa Hirschauer  
Grace Jackson\*  
Anna Jones Monnett  
Roni Luckenbill, CEO\*  
Bleuzette Marshall  
Jenny Michael  
Bill Schretter  
Justine Stenger\*  
Pam Viscione  
Kelly West  
\*ex officio

**BOARD MEMBERS  
ABSENT**

Board members absent:  
Shannon Glass Fisher, 2<sup>nd</sup> Vice Chair  
Stephanie Cihon  
Ellen Iobst\*  
Laura Mitchell  
La Costa Moore  
Paaras Parker

**STAFF MEMBERS  
PRESENT**

Staff members present:  
Molly Daffner, Community Engagement Manager  
Marcia Dowds, Chief Development Officer  
Cheryl Drinnen, Assistant to the CEO  
Linda Odenbeck, Chief Financial Officer  
Susan Osborn, Chief Operating Officer  
Susan Redman-Rengstorf, Vice President of Special Campaigns

**GUEST PRESENT**

Guest present:  
Melissa Hohler, Henny Penny

**PRE-MEETING  
MATERIALS**

Materials mailed:  
Agenda Board of Directors Meeting  
Consent Agenda Memo  
September 2018 Board Meeting Minutes  
2019 Budget Packet  
Gift Acceptance Memo  
Gift Acceptance Policies

Board Monitor Memo & Form  
Investment Update

**CALL TO ORDER**

The meeting was called to order by Chair, Victoria Nilles, at 6:35 pm.

**BOARD CHAIR REPORT**

Victoria Nilles, Chair, welcomed everyone to the 2018 board retreat and board meeting. She shared her brief remarks and noted the items on the agenda to be discussed.

**APPROVAL OF  
CONSENT AGENDA  
MOTION**

The consent agenda was approved. The following agenda items were included on the consent agenda:

- Minutes of the September 2018 Board Meeting
- Appointment of the officers to the CEO Performance Review Task Group: Victoria Nilles, Cassie Barlow, Shannon Glass Fisher, Patrice Borders, Zo Redman

**BOARD DEVELOPMENT  
COMMITTEE**

Roni Luckenbill, CEO, reported that the committee has begun to meet, and that members will be meeting with a few board members to gauge their interest in returning for another term. If anyone might not be able to fulfill their current term, please let the committee know.

**FUND DEVELOPMENT  
TASK GROUP**

Theresa Hirschauer, Fund Development Task Group Chair, reported that the board has exceeded its 2018 goal of \$46,000 and there is currently two outstanding pledges before it can be reported that there is 100% participation. She reiterated the importance of being able to report to funders that the board gives 100%. She then announced that adjustments were made to the 2019 board leadership campaign and everyone will receive a packet in the mail, followed by committee members contacting them to set up a time to meet. The gift acceptance policies were then discussed. It was requested that the policies be reviewed by our attorney and to table the discussion until January after legal review.

**MARKETPLACE  
POSITIONING**

Susan Osborn, Chief Operating Officer and Marcia Dowds, Chief Development Officer provided an update on the marketplace position status, as well as sharing what we have learned so far and plans for the future. Five main membership campaigns were implemented: 1) new girl/adult registration – Girl Scouts Have Superpowers!; 2) Renewing girl/adult registration – Believe in the Power of G.I.R.L.; 3) Troop Focus – Create Sustainable Experiences for Girls; 4) Digital campaigns – GSWO & GSUSA & Volunteer Social Media Kit; 5) Parent/family campaign – Adventure with Your Girl. Successes include renewing members is on track; troops are at a higher percentage than last year; with adult volunteers we are at 116% of benchmark; and received positive results with our targeted campaigns. In addition to Boy Scouts, there are many things that are contributing to a much more competitive environment, which include increasing options available to girls, increasing demands on parents and families, and changes in our school systems. This has had an impact on how quickly membership is coming in. Information regarding our digital marketing efforts were shared, which included a newly released PSA from GSUSA and upcoming messages and intended audiences. Discussion followed.

## HOW DID WE WORK?

Bleuzette Marshall, November Board Monitor, reported on her assessment of the board's performance during the board meeting. She used the monitoring evaluation and shared her assessment of the board's compliance. The evaluation form is used at each meeting and kept with board files.

## AGENDA PLANNING

The following agenda items will be included in the January meeting, which will be held on Tuesday, January 22, 2019, via conference call, and will include:

- Audit Report
- Year-End Management Report
- Board Development Committee Report
- Capital Campaign Update
- Fund Development Task Group Report
- Marketplace Competition Update

## ADJOURNMENT

The meeting adjourned at 7:48 pm.



Patrice Borders, Secretary

