

**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, Ellen Iobst, was in the chair and Kimber Fender, Secretary, took the minutes.

**BOARD MEMBERS  
PRESENT**

Board members present:

Ellen Iobst, Chair  
Victoria Nilles, 1<sup>st</sup> Vice Chair  
Ann Hartmann, 2<sup>nd</sup> Vice Chair  
Kimber Fender, Secretary  
Zo Redman, Treasurer  
Cassie Barlow  
Kathryn Cordeiro\*  
Theresa Hirschauer  
Anna Jones Monnett  
Roni Luckenbill, CEO\*  
Jenny Michael  
Susan Redman-Rengstorf  
Bill Schretter  
Whitney Weiss\*  
Rebecca Westlake  
\*ex officio

**BOARD MEMBERS  
PRESENT BY PHONE**

Board members present by phone:

Patrice Borders  
Stephanie Cihon  
Shannon Fisher  
Sue Gantz Matz  
Michelle Krummen

**BOARD MEMBERS  
ABSENT**

Board members absent:

Angela Granata  
La Costa Moore  
Jody Wainscott\*

**STAFF MEMBERS  
PRESENT**

Staff members present:

Marcia Dowds, Chief Development Officer  
Cheryl Drinnen, Assistant to the CEO  
Linda Odenbeck, Chief Financial Officer  
Susan Osborn, Chief Operating Officer  
Chris Salley-Davis, Senior Director of Program & Product Sales

**PRE-MEETING  
MATERIALS**

Materials mailed:

Agenda Board of Directors Meeting  
2017 Board Retreat Flyer  
Consent Agenda Memo  
June 2017 Board Meeting Minutes  
2018 Budget Packet  
Monitoring Report 2.4  
Girl Scouts Outdoor Experience Memo

More Than S'mores: Successes and Surprises in Girl Scouts' Outdoor Experiences  
Memo & National Council Proposals  
Board Monitoring Memo & Form  
Investment Update  
2018 Board Calendar  
Executive Limitations Board Monitoring Report Evaluation Results

**HANDOUTS**

Materials distributed:  
Outdoor Progression Chart  
*Adventure* – 2017-18 Program Events Guide

**CALL TO ORDER**

The meeting was called to order by Chair, Ellen Iobst, at 4:30 pm.

**APPROVAL OF AGENDA  
MOTION**

A motion was made to approve the agenda. Motion approved.

**BOARD CHAIR REPORT**

A short video ad of General Electric's "imagination" campaign featuring a storyline with a Girl Scout was shown prior to Ellen Iobst, Board Chair, providing a brief report. She reminded the board about the upcoming board retreat that will be held at the Drury Inn in Dayton on Friday, November 10 and Saturday, November 11. More information about the plans and making hotel reservations was included in the board mailing. She also noted that the 2018 board meeting dates were included and asked that everyone get them on their calendar

**APPROVAL OF  
CONSENT AGENDA  
MOTION**

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

- Minutes of the June 2017 Board Meeting

**BUDGET PRESENTATION**

Roni Luckenbill, CEO, presented the 2018 plan of work and budget, and briefly reviewed the process used in the development. She thanked the following board members that previewed the materials and had an opportunity to provide input: Ellen Iobst, Stephanie Cihon, Kathryn Cordeiro, Anna Jones Monnett, Susan Redman-Rengstorff, Bill Schretter, Jody Wainscott, Whitney Weiss. There was brief discussion regarding Policy 2.4, #5 – Plan an asset replacement fund that is less than 35% nor greater than 50% of accumulated depreciation, since the monitoring report shows that the current balance shows 31%. The Governance Task Group has been asked to look into this to see if a change is necessary.

**REPORT ON EXECUTIVE  
LIMITATIONS**

Roni Luckenbill, CEO, presented the monitoring report on Executive Limitations 2.4. Discussion followed. A motion was made as follows:

**MOTION**

That the board accepts the monitoring report for Policy 2.4 as reasonable interpretation and in compliance with the board policies.

Motion approved.

## **BOARD DEVELOPMENT COMMITTEE**

Susan Redman-Rengstorf, Board Development Committee Chair, reported that the committee has met and has a lot of work ahead of them. There are no board member-at-large positions with terms expiring that are term limited, but there are several officer positions that will be turning over. Ann Hartmann and Kimber Fender have completed their two consecutive terms and are not eligible for re-election to their positions. In addition, Ellen has notified the committee that due to a recent job change and possible move to Texas, she will not be seeking a second term as Board Chair. The committee will be meeting with several board members over the next few weeks regarding their interest in returning for another term. The committee is asking board members to complete a prospect form for individuals that they would nominate as possible board or board development committee members by the end of October.

## **BOARD EDUCATION**

Chris Salley-Davis, Senior Director of Program & Product Sales, gave a presentation on the outdoor experience in Girl Scouting, which is one of the four pillars that we have started sharing with the board. The presentation included research that is reported in the *More Than S'mores: Successes and Surprises in Girl Scouts' Outdoor Experiences*, produced by the Girl Scout Research Institute that was included in the board mailing. From this research, GSUSA is developing resources to support a national approach to exposing girls to the outdoors. Part of that was an Outdoor Progression chart that takes you through how to build girls' outdoor confidence, skill and exposure over time through the organization. This chart was distributed in board folders. She also shared some of the new resources from GSUSA, including Get Girls Outside! Toolkit and a series of eight videos on building outdoor skills, and then reported on what we are focusing on: retention, removing barriers to participation, serving more girls, and preparing and supporting leaders. Brief discussion followed.

## **OUTDOOR EXPERIENCE & PROPERTY TASK GROUP**

Sue Matz, Outdoor Experience & Property Task Group Chair, presented an update on the task group's planning process, which included visiting Camps Whip Poor Will, Butterworth and Stonybrook. At each camp the group discussed camp usage; safety and maintenance issues; recent and planned capital projects; program plans and property challenges; and camp improvements or other projects that would support program opportunities or address concerns. She also shared that as part of the plan to develop priority renovations, the group wanted to develop a description of projects at each camp and get cost estimates on all projects. The cost estimates for this was double what the group expected, so they have decided on a new approach. This approach will include still getting additional estimates; considering scaled down options where needed; considering an extended timeline; looking for additional funding, where possible; and evaluating the year-end position of council funds. The next steps for the group is to share at the November board meeting a revised project list and timeline, and discuss funding options. Brief discussion followed.

## **FUND DEVELOPMENT TASK GROUP**

Theresa Hirschauer, Fund Development Task Group Chair, along with Marcia Dowds, Chief Development Officer, gave a presentation on building a G.I.R.L.-focused culture of philanthropy at Girl Scouts of Western Ohio. Theresa provided some background regarding the re-design of the staff fund development team to take on important tasks like grant-writing, developing and implementing programs such as the family partnership

campaign, capital asks, corporate sponsorships, ToGetHerThere campaign and giving a fresh approach to our Women of Distinction events, and that the board should take a similar fresh look at their role in fund development. Marcia shared some revenue statistics and how that compares to other top 13 councils. She also shared some revenue challenges, which include a decrease in the number of new individual donors; 50% of contributed revenue is from United Ways and there is projected decreases in United Way funding; and limited membership growth. Theresa then shared ways that board members can start building the G.I.R.L.-focused culture. Be a Go-Getter by writing thank you notes, send congratulatory notes to achievers, identify potential individual and corporate donors, or go on a donor call with staff. Be an Innovator by sharing ideas with staff, attend and help add excitement to events, help find ways to approach donors. Be a Risk-Taker by asking and if you want help with how to ask, ask for help. Be a Leader by taking charge of doing the things that make you a Go-Getter, Innovator and Risk-Taker, be prepared to give your two-minute pitch on why you invest your time and charitable dollars to Girl Scouts, and you are a person of influence who can take people beyond thinking simply of Girl Scouts as cookies, camping and crafts.

**GOVERNANCE TASK GROUP**

Victoria Nilles, Governance Task Group Chair, reviewed each of the three proposals being presented at the National Council meeting in October. There was an opportunity to ask questions and/or give input regarding each of the proposals.

**HOW DID WE WORK?**

Rebecca Westlake, September 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 November meeting, which is scheduled during the Board Retreat on Friday, November 10 at 5:30 pm, and will include:

- Board Development Committee Report
- National Convention Report
- Fund Development Task Group Report
- Governance Task Group Report
- Outdoor Experience & Property Task Group Report

**ADJOURNMENT**

The meeting adjourned at 6:50 pm.

  
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Kimber Fender, Secretary