

MEMO

Attachment C

 **girl scouts**
building girls of courage
confidence and character

Date: September 14, 2012
To: Board of Directors
From: Roni Luckenbill, CEO
Subject: Camp Myeerah Offer – Communications Summary and Update

In preparation for the September board discussion of the offer on Camp Myeerah, please review the attached information and be prepared to discuss the offer.

As you know, after the last board meeting, the board asked me to solicit information from our membership concerning this offer. A number of methods were used to gather information including a member forum, website information, and follow up questions which were distributed to volunteers. We have provided you with all responses on the board's webpage, as well as a summary of the responses in this mailing. This includes all input received from Girl Scout and community members, both in-person and in writing. You will find specific information on the nature of the response, as well as the role that each responding individual holds within Girl Scouting. We received input from 42 adults (23 were active Girl Scout service unit or troop volunteers). This response represents 0.3% of our council's adult membership.

Questions to consider as you review the attached documents:

1. Does the board have sufficient information to make a decision? If not, what other information is needed?
2. How can the values, principles, and criteria for property decision making be used to guide the board's decisions?
3. What decision will best fit the board's role to govern with an emphasis on outward vision, rather than internal preoccupation; strategic leadership rather than administrative detail; future, rather than past or present focus; and proactivity, rather than reactivity?

I encourage you to contact me if you have specific questions prior to the board meeting. This is a challenging governance issue and we will do our best to have answers to your questions at the meeting.

Camp Myeerah Decision-Making Process and Data

I. Background – Board Values and Principles for Decision Making on Council Property

Values Statement on Camp Program Sites

Girl Scout council outdoor program sites provide opportunities for girls to discover, connect, and take action out-of-doors in ways that build courage, confidence, and character. Experiences in the outdoors help develop girls’ understanding and curiosity about the natural world, including greater environmental understanding, and develop girl leaders with the ability to truly make a difference for themselves and the world around them.

Guiding Principles for Decision-Making on Property

“Girl Scouts of Western Ohio property will be managed to:

- ◆ Support high quality Girl Scout program experiences;
- ◆ Ensure the protection and safety of Girl Scouts;
- ◆ Promote environmental stewardship;
- ◆ Maintain fiscal efficiency, maximizing program benefit for every council investment;
- ◆ Minimize liability to Girl Scouts of Western Ohio;
- ◆ Protect the property’s future value and minimize future liability;
- ◆ Maximize access for members, including ensuring that members are given priority for camp.

Property Criteria for Decision-Making

Property planning decisions will be made based on balancing:

- ◆ Our commitment to providing a safe, high quality program experience for girls that delivers on the council Ends;
- ◆ Consideration of the unique contribution of program experiences in the outdoors;
- ◆ Investment in activities that attract a sufficient number of girls, including providing progression for girls for whom this is a specialized interest;
- ◆ The long-term and annual investment of capital and operating funds required to offer this program experience.

II. Board Task Group – Camp Recommendations

Three Tiers to Guide Camp Action – Based on site visits and a review of all council-owned properties, the task group established three tiers that guide the action taken with respect to the camp properties

1. **Tier 1 camps** will be maintained and improved, based upon existing maintenance and capital improvement processes (dependent upon available financial resources).

Camp Libbey	Camp WhipPoorWill	Camp Stonybrook
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2. **Tier 2 camps** will be improved and/or monitored over the next 3-5 years for changes in camp use and other risk areas, including encroachment. (Dependent upon available financial resources).

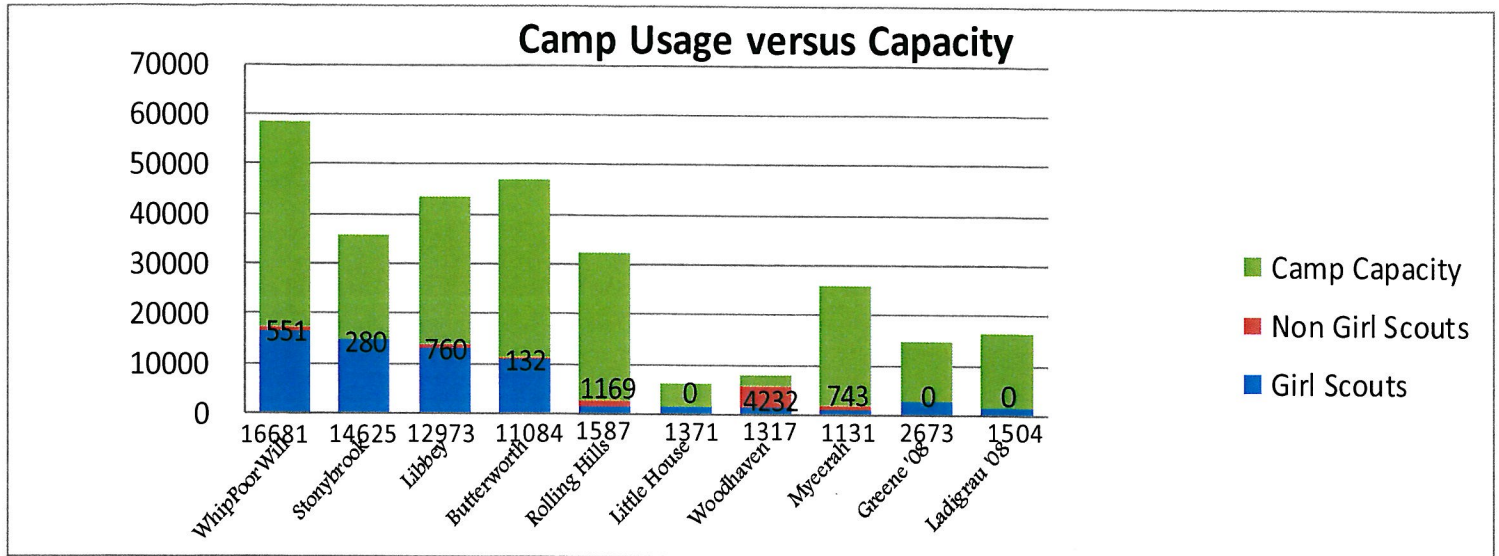
Camp Butterworth	Camp Rolling Hills	Camp Woodhaven
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3. **Tier 3 camps** will be sold or investigated for other options for ownership, management, or use of camp based on surrounding conditions or restrictions on use/sale of property.

Camp Myeerah	Camp Greene	Camp Ladigrau
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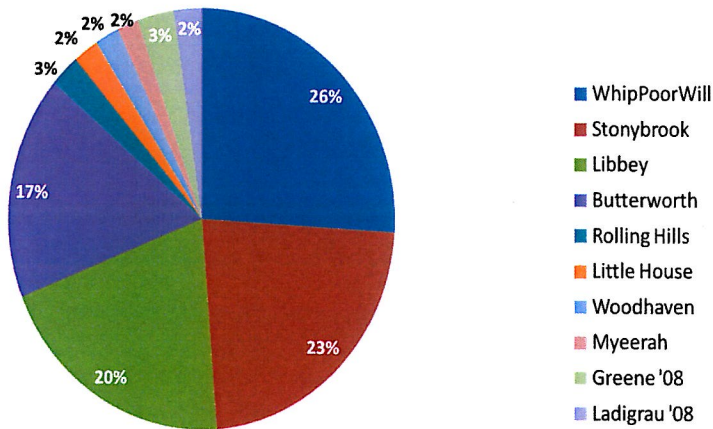
Tier 3 Camp Recommendations – Based upon evaluation of all council properties, the following recommendations are made to the board of directors concerning Tier 3 camps:

1. **Camp Ladigrau** - Market for sale.
2. **Camp Myeerah** - Investigate options for collaborative agreement, sale or donation which would ideally allow for some continued Girl Scout usage. This option may include the sale of some or all of the camp property.
3. **Camp Greene** - Investigate options for collaborative agreement which may allow some future Girl Scout usage. Due to the donor restrictions on this property, there will be discussions with the donor. For the current time, this camp will remain closed.

III. Girl Scouts of Western Ohio and Camp Myeerah – Camp Data



% of Total Camp Use



Camp Myeerah Usage- 2010 & 2011

Usage	2010	2011
Girl Scout (camper days) ¹	1131	1213
Non – Girl Scout	743	2273
% of Usage by GS	60.4%	34.7%
GS - % of Camp Capacity (camper days)	4.7%	5.0%
# of Individual Girls - 2011	Roop / SU Camp	318 girls
	Program Events	234 girls

IV. Camp Myeerah Offer – June 2012

June 2012 - Received an unsolicited offer to purchase Camp Myeerah from a local family

- \$2M offer is above appraised value
- Willing to assume conservation restrictions and current agreement with U.S. Fish and Wildlife
- Family is a local property owner, who wants property for personal use.
- Does not include option for continued Girl Scout use.

V. CEO and Property Communication Task Group Results

- E-mail & FAQ to service unit managers (to forward to SU Leaders) and key volunteers /camp users – posted July 11 & August 3
- Council website: e-mails including FAQ, links to property task group report and Camp Myeerah presentation – posted July 11
- Town Hall Meeting – open to Girl Scout members – August 2
- In Lima Kick-Off presentation – August 9
- **RESULTS:** Feedback from 42 individuals, of which 23 are active volunteers

¹ Camper Days = number of campers x days used

Camper Day Capacity = available beds x number of weekend & spring/ summer vacation days (May – October capacity includes tent units)

Summary of Feedback by Position *(Includes responses to questions)*

Below is a summary of all feedback received regarding the offer for Camp Myeerah, grouped into the major topic areas raised. The complete, original e-mails and comment forms can be found on the board website.

	Total	% of participants making comment in this area	Community members	Lifetime / long-time members	Past staff members	GS Volunteers or Parent of girl (non-member)
Total Providing Input by Position	42		6	6	7	23
COMMENT TOPIC						
My Girls (or I) Love Myeerah	14	33%		1		13
More Programming	10	24%		2	2	6
Focus is on Money	3	7%	1		1	1
Unique Ecosystem	9	21%	5	1	2	1
Distance or Distribution of Camps or Resources	12	29%	1	2	3	6
Delay Decision	4	10%			1	3
Other Comments	4	10%	A		B	C; D; E
TOTAL*	56		7	6	9	30

Other Individual Comments

- A Audabon legal role?
- B Loss of Culture
- C My girls are always happy when they are camping (anywhere)
- D If sell, develop Woodhaven
- E Like Meerah, but further away than Libbey & Woodhaven so don't use often

* Does not match total number of individuals represented in each group since many individuals communicated about more than one topic.

Summary of All Feedback by Position and Communication Method

Position	TOTAL Individuals Communicating Re:	Aug 2 Mtg - Attendance*	Aug 2 Mtg - Comment Form**	E-Mail/ Letter***	Responses to Questions ****
Community members	6	5	2	2	1
Lifetime / long-time member	5	5	3	1	
Past staff members	7	6	2	2	
Parent of girl (non-member)	1			1	
GS Volunteers	23	6	4	12	10
TOTAL	42	22	11	17	11

* Does not include staff or current board / committee members.

** Includes Audubon letter & newsprint questions turned in at meeting.

*** Includes letter from J Krites sent directly to board & documented phone calls.

**** Questions sent out to meeting participants, Myeerah campers, SU managers /SU

***** Does not sum across since many individuals communicated using multiple methods.

Myeerah - Property Communication Task Group Summary
Sort by Position

9/14/2012

Name	Position	Topic	Comment	Communication Method
Community Members				
Jackie Augustine	Audubon	eco system protection	Camp Myeerah has some of the best, most unique, diverse geological features w/ diverse wildlife; I support an extension of Sept deadline to pursue non profit ownership or private ownership that ensures environmental conservation and public access (per easement)	meeting speaker; comment form; answered questions
Jackie Light	Audubon	eco system protection	Need to get more people (GS & community) interested in environment & using / volunteering at Myeerah; value of daughter's experience	meeting speaker
Carol Bertrand	Audubon	eco system protection & Audubon legal role	Tri-Moraine Audubon has long, ongoing investment in & association with Myeerah / GS because of the importance of the ecosystem. camp can't be sold without permission of Audubon Society	meeting speaker & letter (turned in at 8/2 mtg.)
Peg Ehora	Community Member *	eco system protection & distribution of camps / resources	Appleseed Ridge "won't go down without a fight"	meeting speaker
Lowell Brose	Community Member*	focus is on money	It's about the money; board doesn't know anything about the property; only represent money	meeting speaker
Susan Seeley PhD	Community Member	eco system protection	Tri-Moraine Audubon has long, ongoing investment in & association with Myeerah / GS because of the importance of the ecosystem; Why not give other groups, (e.g. Audubon), time to raise money for the camp?	email
Lifetime Members				
Sharon Smith	Former Board Chair			attended meeting
Dyani Hugo	Lifetime Member	eco system protection & distribution of camps	Will the council consider the value of the ecosystems on property in making a decision? How do we expect girls to value ecosystems if we sell? Will board sell a camp in south half of council and use to develop Myeerah? If I have to do my own programming, why would I pay GS membership fee?	meeting speaker & comment form
Jackie Paguirigan	Lifetime Member	more programming	Use it don't lose it. ; Camp Myeerah has potential -- like Daisies and Brownies have potential...	comment form ; e-mail
Lesa Shouse	Lifetime Member	distribution of camps / resources	You do not have a Tier I camp in the AR region! How are girls going to get a camp experience? What will happen with the money? AR girls paid for this camp.	comment form
Marlena Balingier	Lifetime Member	more programming	If offered more program would it cover costs to keep camp open? Why decrease? Need to consider emotions attached to camp.	meeting speaker

Myeerah - Property Communication Task Group Summary
Sort by Position

9/14/2012

Name	Position	Topic	Comment	Communication Method
Claire Davis	Long-Time Member (68 years)	My girls (I) love camp Myeerah	Many wonderful memories at Myeerah; I am a great believer in "being prepared" and learning the outdoor skills is a great and fun way to accomplish that. Sorry, but I just feel strongly about girls knowing how to live in nature.	e-mail
Past Staff Members				
Annette Swisher	Past Staff	delay decision	Board needs to ask more questions; data came with an agenda	meeting speaker
Jane Krites	Past Staff	distribution of camps / resources & loss of culture	Why 3 camps in Warren Co? Mourning loss of culture in Lima region; membership decline?	meeting speaker & letter
Bambi Markham	Past Staff	eco system protection & distribution of camps/resources	Ecology of Myeerah is unique in Ohio. What is financial reserve of the council? Is this about money? Posted Questions	meeting speaker & comment form (questions on newsprint)
LaDonna Compton	Past Staff	eco system protection & distribution of camps/ resources	Camp Myeerah is a jewel of nature; I have heard leaders say they have trouble getting into camp Myeerah and I wonder how available days and use are calculated.	e-mail
Cindy Wood	Past Staff	more programming	2008 directive not to do programming at Myeerah; '06 & '07 events - 600+ girls; fears lower price than property worth	meeting speaker
Debbie Hayes	Past Staff	more programming & focus is on money	How many times were programs presented to troops, leaders, and/or outside groups in past three years? (comparison by region); Stop looking at quick money!	comment form
Karen Howell	Past Staff			attended meeting
Current Girl Scout Volunteers or Parents of Current Girl Scouts				
Coral Carter	(non-member) Parent of girl - Troop 20062	My girls love camp Myeerah	My daughter has spent many fun times at Myeerah. Please don't sell.	e-mail
Anne Smedley	Troop 20632 GS leader	My girls love camp Myeerah; distance; delay decision	My girls love camp Myeerah; like "unprogrammed" approach and more primitive facilities;45 minutes away -- and always available; Give more time for troop leaders to have their voices heard;	e-mail; attended meeting; answered questions
Ellie Townley	Troop 20528 GS asst. leader	focus is on money	When is council going to take responsibility for raising the money and not rely on girls or volunteers?	meeting speaker
Valerie Baughman	Troop 20545 GS leader	more programming; distribution of resources	No camp director at Myeerah; My girls loved daddy daughter but discontinued. Before long AR will be not exist and our GS heritage will be gone. (Camp Libbey seems to get it all.)	e-mail (to SU)

Myeerah - Property Communication Task Group Summary

9/14/2012

Sort by Position

Name	Position	Topic	Comment	Communication Method
Whitney Fox	Troops 20315 & 20388 GS leader & service team vol.	more programming & distance / distribution of camps	Underutilized facility for program opportunities; not up to standards of other camps; if her girls want to do an overnight outside of a lodge and really experience the outdoors, other GS camps were too far for a simple weekend trip.	Documented discussion with staff member
Tammy DeLong	Troop 20062	My girls love camp Myeerah; distance	My girls have spent many fun nights at Myeerah and many service hours and they love it- especially treehouses and covered wagons; Like Libbey but Myeerah closer; convenient for parents.	e-mail; answered questions
Anna Mitchell	Troop 20229	My girls love camp Myeerah	As troop we have enjoyed using camp Myeerah; disappointed that we may lose the camp; understand the financial aspect of maintaining camp in comparison to amount it is used.	e-mail
Tammy Trenshaw	troop 20437	more programming & distribution of resources	In our region - take, pay for this, charge for that; events in Lima - charge \$6.00 admission ...	e-mail (to SU)
Danielle Jenkins	Troop 20556	Myeerah's condition	Feel Myeerah has been neglected for years; don't like way that lodge kitchen was renovated; please consider all options before making a decision	e-mail
Amber Sinclair	Troop 20587	My girls love camp Myeerah	I understand that financial needs may necessitate the sale but girls have participated in many activities at Myeerah and love what Myeerah has to offer.	e-mail
Beth Siegrist	Troop 20587	My girls love camp Myeerah	While very unhappy about potential decision to sell, I understand; I have fond memories as a girl and with daughter's troop. Camp underused due to lack of programming and camp staff. Sad - but money needed to maintain outweighs use.	e-mail
Andra Dillon	Troop 30937	My girls love camp Myeerah	My Brownie troop saved at Myeerah and loved it. Liked staying in Troop House (sleep inside but outdoor experience); Understand if needed to be financially responsible but I will be sad to see camp sold.	e-mail
Mitch M	GS Leader	delay decision & consider options	Outdoor experience is valuable to girls; take long term perspective in sale of camp; consider all options	Documented phone call
Lisa Phillips	Troop 20359 GS Leader	distribution of camps / resources	Are any camps in Cinti for sale? Where would the money go? Why don't we market for outside use? Why September deadline?	comment form
Becky Puff	GS volunteer no appointed position	distribution of camps & more programming	Unfair that they already closed Brookside; finances not divided evenly (Libbey is nice!)Why a council directive to minimize programming at Myeerah?	e-mail & comment form

Myeerah - Property Communication Task Group Summary

9/14/2012

Sort by Position

Name	Position	Topic	Comment	Communication Method
Sarah Bowers	GS volunteer no appointed position	My daughter's troop loves Camp Myeerah; distribution of camps; more programming	Daughter's troop loves camping and attending programs at Camp Myeerah --especially canoeing on lake. How do you justify maintaining camps only near major populations? What would it take financially to keep camp open? What would sale money be used for? Can offer more programming? Since Myeerah closed, would be no camp opps near us (within 1 hour) Love Libbey, but Myeerah is convenient; Woodhaven great and very close (20 min) but no tent camping.	meeting speaker; comment form; answered questions
Carol Hipple	GS volunteer no appointed position	more programming / marketing & delay decision	Have you looked at pre-merger data? Have you marketed camps to outside groups? Will Tier 2 camps be sold eventually? Delay decision. In years past, troop attended events at Myeerah; appreciate "slower pace" of simpler camp set up; need camp options that do not require leaders to be camp certified.	meeting speaker; comment form; answered questions
Darla Smith	GS leader	Love unique environmental features but Myeerah is further away	Attended Earth Day 2012 @ Myeerah, but have not had time to use camp more often; love environmental features of camp; Use Libbey since only 25 miles from home; Myeerah is further away, but has parents who can help transport, so possible.	answered questions
Margaret Schuck	Troop 20095 GS leader SU202	My girls love Camp Myeerah (1st time)	Girls attended Troop Adventure Camp at Myeerah this summer (first time) and enjoyed it- especially creeking & seeing deer; Libbey has more options and is equal distance but is less available.	answered questions
Kris Smith	Troop 20243 & SUM 202 GS leader	My girls love camp Myeerah; Distance / travel time; If sell, develop Woodhaven	Appreciate that Myeerah is close and always available since not used by many troops; Has nearby program opps (skiing); Girls hope conestoga wagon unit moved to another camp; Girls also enjoyed Libby but camp fills quickly; Hope if Myeerah is sold, money is allocated to development of Woodhaven so OD program opps still available in region	answered questions
Amy Ketchum	Troop 20121 & SUM 213 GS leader	My girls love camp Myeerah; Distance / travel time;	Myeerah accomodates large troop (24) w/ trails and fields; Woodhaven not large enough and few OD areas available; Myeerah close to home;	answered questions
Lynn Parsell	GS leader	My girls love camp Myeerah; Distance / travel time;	Like Myeerah lodges and nearby program opps (skiing); nearby so troops (and parents) can easily access;	answered questions
Andrea Wintrow	Troops 30240 & 31280 GS leader	Girls love camp Myeerah (& all camps --always happy when camping)	Myeerah treehouses are unique; could be recreated at other camp; troop has camped at Rolling Hills and Stonybrook. They're always happy when they camp.	answered questions

* Have history of volunteering with board and property of Appleseed Ridge Council.