

BOARD OF DIRECTORS

The regular meeting of the Board of Directors of Girl Scouts of Western Ohio was held via video conference. 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, 1st Vice Chair
Kim Fender, 2nd Vice Chair
Patrice Borders, Secretary
Sue Gantz Matz, Treasurer
Maria Arcocha White
Sheri Bogardus
Angela Carter
Melissa Cutcher
Elizabeth Dreyer
Amanda Graven
Gillian Heineman*
Corinne Hemesath
Theresa Hirschauer
Ellen Iobst*
Anna Jones Monnett
Roni Luckenbill, CEO*
Bleuzette Marshall
Jenny Michael
Tierney Rasmussen*
Patti Robb
Bill Schretter
Melanie Towns
Pam Viscione
Carole Williams
Vonda Willis
*ex officio

**BOARD MEMBERS
ABSENT**

Board members absent:
Melanie Towns

**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
Susan Redman-Rengstorf, Vice President of Special Campaigns

GUEST PRESENT

Guest present:
Nancy Dawes

**PRE-MEETING
MATERIALS**

Materials mailed:
Agenda Board of Directors Meeting
Consent Agenda Memo
2020 Annual Council Meeting Minutes

April 2020 Board Meeting Minutes
Monitoring Report Memo
Monitoring Report – Policies 2.1, 2.2, 2.3
Monitoring Report – Policies 2.5, 2.6, 2.7
Board Monitoring Memo & Form
Investment Update

CALL TO ORDER

The meeting was called to order by Chair, Victoria Nilles, at 4:35 pm.

**APPROVAL OF AGENDA
MOTION**

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

**APPROVAL OF
CONSENT AGENDA
MOTION**

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

- Minutes of the 2020 Annual Council Meeting
- Minutes of the April 2020 Board Meeting
- Approval of Monitoring Report – Policies 2.1, 2.2, 2.3
- Approval of Monitoring Report – Policies 2.5, 2.6, 2.7

**SUPPORT OF RACIAL
JUSTICE**

Victoria Nilles, Chair, reminded the board that Girl Scouts of the USA launched an anti-racism pledge, elevating diversity, equity, inclusion, and racial justice as organizational priorities and outlining the associated action we are currently taking with regard to our leadership, staff hiring practices and training, and support for our girls and volunteers. We can't get political, but we can tie this to our Ends.

Roni Luckenbill, CEO, provided a brief update on what we are doing, which included establishing a Diversity, Equity, and Inclusion Council a year ago and they have been putting together a strategic plan that includes our definitions of diversity, equity, and inclusion, as well as tactics that are focused on workforce diversity, workplace inclusion, and sustainability of the plan. We had already renewed our commitment to diversity training and have held several staff trainings over the past few years.

In addition, after the initial protests began, we sent a message to our staff and one to our members, sharing our commitment to helping volunteers and families find the tools and resources to guide girls through these challenging times.

We are now identifying actions that we should be taking to bring our words to life. Some of the things we are including will be mandatory training for all staff this fall, expanded blog posts on talking to girls about race, and increasing our overall learning. We will be committing a specific dollar amount in the 2021 budget. Many of you joined the staff in taking the Dayton YWCA's 21 Day Racial Equity and Social Justice Challenge to enhance our learning and action.

We are now interested in putting together an Anti-racism Advisory Committee, made up of board members and community members. We invite each of you to consider joining us. If you are interested, please let us know. Brief discussion followed.

COVID-19 UPDATE

Roni Luckenbill, CEO, gave an update on our response to COVID-19. She reminded the board that she presented a business continuity plan at the April meeting and we continue to follow that plan. As a reminder, we closed our camp properties beginning in March and are not holding in-person resident, troop or day camps through July. Instead, we have begun our virtual camp programming, offering subscription boxes with themes like Finding Your Way, Outdoor Cooking, and Knife Safety. Girls will receive boxes at their front door and have the opportunity to learn new skills in their own backyard, supplemented with a few virtual online meetings.

We held very successful Facebook Live programming every day, twice a day, for several months to help girls learn skills and do badge work. We continue to learn from that experience and are now using it in new and different ways, like virtual troop meetings.

Girl Scout meetings can now be held in person, if parents agree and the meeting meets the guidelines established by the State of Ohio, such as size of the group, recommendation that the meetings be outside, wearing masks, etc.

In March, we established a Work Safe task group that has been putting the protocols for safe return to work – things like PPE, cleaning protocols, safe distancing, etc. Some staff have already begun working from the office, including our retail and finance teams. Others will be returning on July 6. Some for two days per week, others full time, depending upon the business needs. We have experienced a few bumps with this plan, nothing that is different than other businesses. Things like childcare or chronic illness concerns have been expressed by a few staff. We are working on each situation individually but believe that staff are set up to be safe when they return.

We had furloughed a few staff in April and have made the difficult decision to permanently lay off four staff members. These are regrettable, but were positions that are no longer effective in this new environment. Two were in the retail operations and two were general business positions. Our goal is to try to maintain our current staffing levels through the fall, when we are in our busiest season – the only real chance we have to be successful with our membership this year. If we don't get it in the fall, we will not recover the membership level and will drop even further. If our plans do not show that membership is where it needs to be, we will make plans to restructure for a smaller organization.

Regarding finances, we received a PPP loan and are hopeful that it will all be forgivable. We launched our Powering Her Promise campaign to raise \$500,000 for financial assistance for our girls and members. We are seeing good responses so far. We are also in the process of putting our 2021 budget together and will be bringing it to the board in September. We are building the budget based on our scenario planning – worst case, best case, and likely case. We are using the likely case to budget, then adding the contingency notes and projections, by first quarter, to show what would go up or down, depending upon the situation we find ourselves in. So, we may be revising the budget after the first quarter or more likely the second quarter (after the cookie sale results are known). We believe that we will

likely be bringing you a deficit budget in September and will be reviewing it quarterly, to determine how we need to make further cuts. We have a strong fiscal position, with over 16 months of reserves and the board has her assurance that we will do everything possible to use as little of our reserves as possible.

For membership, we expect to end this current year on September 30 down about 10% over last year – this is primarily due to COVID-19. Nationally, the movement is trending about 26% down in membership, so we are well above the national average. On a positive note, our Early Bird results are very good. We are currently at about 94% of last year’s Early Bird results, which is much higher than we originally thought we would end up. We know that the renewals are the easiest part of our membership campaign, that adding new girls is not going to be easy, and even more difficult are the girls we serve through alternative pathways – those girls served in school or through community partners. Our current projections are to end next year flat with this year, because we have time to regain what was lost this spring and summer, of course depending upon what the virus does between now and next summer.

Brief discussion followed.

**FUND DEVELOPMENT
TASK GROUP**

Marcia Dowds, Chief Development Officer, gave a brief report on the 2020 Board Leadership Campaign. To date, 17 pledges have been received for a total of \$27,150, and 13 members have met the give/get policy. The goal is 100% participation and \$42,000. Newly elected members will be receiving a phone call from members of the Fund Development Task Group regarding their pledge. Marcia also mentioned that information regarding the Juliette Gordon Low Society will be brought to the board and she recognized current board members of the society: Kim Fender, Sue Gantz Matz, Ellen Iobst, and Bill Schretter.

**COMPREHENSIVE
CAMPAIGN REPORT**

Susan Redman-Rengstorf, Vice President of Special Campaigns, gave a brief update on the campaign. To date, \$2,475,960 has been raised from individuals, corporations and foundations; \$1,250,000 in process with Ohio State Capital Bill; and \$1,050,000 in pending asks. Susan also announced that the EMPOWER HER campaign video received a Telly Award for best fundraising video in the non-broadcast category for the State of Ohio.

CAMP MASTER PLAN

Susan Osborn, Chief Operating Officer, and Nancy Dawes, Past Board Chair and Chair of the Camp Master Plan task group, gave an update on the camp master plan. They provided an overview perspective; reviewed the objectives for the plan; shared how the process is achieving the objectives; and some of the specific plans that are being developed. They also shared the current state and the next steps for this work. Other members of the group were recognized, which are Sue Gantz Matz, Kim Fender, and Patrice Borders. Discussion followed.

HOW DID WE WORK?

Patti Robb, 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 next meeting of the board will be on Tuesday, September 22, 4:30 pm. Victoria is looking for feedback from the board as to whether or not the meeting should be in-person or held via Zoom. Please let Victoria, Roni, or Cheryl Drinnen know what your preference would be.

ADJOURNMENT

The meeting adjourned at 5:34 pm.



Patrice Borders, Secretary

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