

**BOARD OF DIRECTORS**

The regular meeting of the Board of Directors of Girl Scouts of Western Ohio was held via conference call. 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  
Stephanie Cihon  
Kimber Fender  
Sue Gantz Matz  
Theresa Hirschauer  
Ellen Iobst\*  
Grace Jackson\*  
Anna Jones Monnett  
Roni Luckenbill, CEO\*  
Bleuzette Marshall  
Jenny Michael  
Susan Redman-Rengstorf  
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  
Angela Granata  
Laura Mitchell  
La Costa Moore  
Paaras Parker

**STAFF MEMBERS  
PRESENT**

Staff members present:  
Marcia Dowds, Chief Development Officer  
Cheryl Drinnen, Assistant to the CEO  
Linda Odenbeck, Chief Financial Officer  
Katelyn Scott, Marketing & Communications Team Leader

**PRE-MEETING  
MATERIALS**

Materials mailed:  
Agenda Board of Directors Meeting  
Consent Agenda Memo  
2018 Annual Council Meeting Minutes  
April Board Meeting Minutes  
May Special Board Meeting Minutes  
Monitoring Report Memo  
Monitoring Report 2.1 – 2.3  
Monitoring Report 2.5 – 2.7  
Marketplace Competition Proposal Memo

- CALL TO ORDER** The meeting was called to order by Chair, Victoria Nilles, at 4:31 pm.
- APPROVAL OF AGENDA MOTION** A motion was made to approve the agenda. Motion approved.
- BOARD CHAIR REPORT** Victoria Nilles, Chair, shared her thoughts regarding an article about the Boy Scouts decision to allow girls to join. She encouraged board members to review articles in their communities and to listen to what questions are being asked, and make sure that they help address some of the misperceptions to help them understand the unique value of Girl Scouts. Even though GSUSA is addressing this issue at the national level, we need to address it at the local level as well and she supports the marketplace competition proposal that Roni is bringing to the board.
- APPROVAL OF CONSENT AGENDA MOTION** The consent agenda was approved. The following agenda items were included on the consent agenda:
- Minutes of the 2018 Annual Council Meeting
  - Minutes of the April Board Meeting
  - Minutes of the May Special Board Meeting
- REPORT ON EXECUTIVE LIMITATIONS** Roni Luckenbill, CEO, presented the monitoring reports on Executive Limitations 2.1, 2.2, 2.3., and 2.5, 2.6, 2.7. Discussion followed. Motions were made:
- MOTION** That the board accepts the monitoring report for Policies 2.1, 2.2., and 2.3 as reasonable interpretations and in compliance.
- Motion approved.
- MOTION** That the board accepts the monitoring report for Policies 2.5, 2.6., and 2.7 as reasonable interpretations and in compliance.
- Motion approved.
- MARKETPLACE COMPETITION** Roni Luckenbill, CEO, reviewed the proposal and staff plans to address marketplace competition. She reminded the board that at the April meeting she talked about the tactics that the Boy Scouts are using to recruit girls. We must take aggressive action to ensure that they do not take market share from us, and have focused on several areas, including offensive approaches, defensive action, and strengthened recruitment efforts. The request to take up to \$400,000 from our operating reserves will allow us to make necessary improvements in recruitment, marketing, and communications. Following discussion, a motion was made:
- MOTION** That the board authorize up to \$400,000 from the operating reserves to be spent through December 2019 on marketplace competition support for marketing and recruitment processes and resources.

Motion approved.

## **BOARD EDUCATION**

Marcia Dowds, Chief Development Officer, along with Katelyn Scott, Communications and Marketing Team Leader, presented information on our social media efforts and the LinkedIn Initiative. Our social media platforms include: Facebook, Twitter, Instagram, and LinkedIn. Girl Scouts of the USA has partnered with LinkedIn to serve as the centralized platform for the national alum strategy. They have established The Girl Scout Network on LinkedIn where former girl members are being asked to join. The goal is to have 1 million Girl Scout alums on the network by the end of 2018. The goal is that these alums will actively engage in national and local Girl Scout efforts as fundraisers, mentors/volunteers, advocates for girl issues, and brand ambassadors. Board members are asked to help by: 1) Be Girl Scout Proud and add your board member affiliation to your LinkedIn and Facebook profiles; 2) If you were a Girl Scout as a girl, join the Girl Scout Network and encourage your Girl Scout sisters to join as well; and 3) Follow Girl Scouts of Western Ohio on social media and engage with our content. The more clicks, likes, comments, and shares we get, the more people will see our posts. Discussion followed.

## **FUND DEVELOPMENT TASK GROUP**

Theresa Hirschauer, Fund Development Task Group Chair, provided a brief update on the board leadership campaign. To date, \$33,805 has been raised towards the goal of \$46,000. New board members will be receiving their pledge mailing in July. Eight board members have reached the new give/gift policy, and Kimber Fender is the new member of the Juliette Gordon Low Society. We have now met the challenges announced at the national convention last October regarding planned gifts.

## **HOW DID WE WORK?**

Kim Fender, June 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 September meeting, which is scheduled for Tuesday, September 25, 2018, and will include:

- 2019 Plan of Work and Budget
- Board Development Committee Report
- Capital Campaign Report
- Fund Development Task Group Report
- 2019 Board Calendar

## **ADJOURNMENT**

The meeting adjourned at 5:23 pm.



Patrice Borders, Secretary