

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, 1st Vice Chair
Patrice Borders, Secretary
Zo Redman, Treasurer
Kimber Fender
Theresa Hirschauer
Ellen Iobst*
Grace Jackson*
Roni Luckenbill, CEO*
Bleuzette Marshall
Jenny Michael
La Costa Moore
Paaras Parker
Bill Schretter
Justine Stenger*
Pam Viscione
*ex officio

**BOARD MEMBERS
ABSENT**

Board members absent:
Shannon Glass Fisher, 2nd Vice Chair
Stephanie Cihon
Sue Gantz Matz
Angela Granata
Anna Jones Monnett
Laura Mitchell
Kelly West

**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

**PRE-MEETING
MATERIALS**

Materials mailed:
Agenda Board of Directors Meeting
Consent Agenda Memo
June 2018 Board Meeting Minutes
2019 Budget Packet
Monitoring Report 2.4
Board Monitor Memo & Form
Investment Update
2019 Board Calendar
Executive Limitations Board Monitoring Report Evaluation Results
2018 Girl Scouts Council Annual Review Health Dashboard

CALL TO ORDER

The meeting was called to order by Chair, Victoria Nilles, at 4:31 pm.

BOARD CHAIR REPORT

Victoria Nilles, Chair, highlighted several points: 1) should a member have any conflicts with an agenda item, they should excuse themselves from that part of the agenda; 2) reminded the board of its fiduciary responsibility, duty to care, loyalty, obedience, and speaking with one voice; 3) referenced the council's health dashboard developed from the council charter review process (Attachment J), page 20 addresses the give/get policy and we are in the red because we had just implemented the policy, and reminded the board that all members agreed to adhere to the policy; and 4) the Board Retreat will be held Friday, November 2 and Saturday, November 3, and the board will spend time preparing for the capital campaign that will include working on each member's story.

**APPROVAL OF
CONSENT AGENDA****MOTION**

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

- Minutes of the June 2018 Board Meeting

BUDGET PRESENTATION

Roni Luckenbill, CEO, presented the 2019 plan of work and budget. She reviewed the process used in the development of the plan and budget, and thanked the following board members that reviewed the materials and had an opportunity to provide input: Laura Mitchell, Paaras Parker, Pam Viscione, and Kelly West. Discussion followed.

**REPORT ON EXECUTIVE
LIMITATIONS****MOTION**

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

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

Motion approved.

CAPITAL CAMPAIGN

Susan Redman-Rengstorf, Vice President of Special Campaigns gave a brief update on the work to date, as well as the timeline for first quarter of fiscal year 2019, which will include conducting donor rating sessions that will be held in Cincinnati on October 9, in Dayton on November 5, and in Toledo on October 24. She will also be conducting site visits to other councils that have held successful capital campaigns and if any board member would like to attend with her, please let her know. The visits will be to Girl Scouts – Arizona Cactus-Pine in Phoenix on November 14-15, 2018; Girl Scouts of Northeast Texas in Dallas on December 4-5, 2018; and Girl Scouts of Western Oklahoma in Oklahoma City on December 5-6, 2018.

**FUND DEVELOPMENT
TASK GROUP**

Theresa Hirschauer, Fund Development Task Group Chair, provided a brief update on the board leadership campaign. She reminded the board that the most important thing is to have 100% participation and to date, 5 members have not yet committed. We need to have pledges received by October 15 to wrap up the campaign. She also reported that \$39,165 has been raised towards the goal of \$46,000. Regarding the new give/get policy, 50% have met the goal. Marcia Dowds, Chief Development Officer announced that Girl Scouts of Western Ohio will be holding an event with Dr. Mae Jemison at Sinclair Community College in Dayton on September 26, 2019. Jenny Michael will Chair the committee organizing the event

BOARD EDUCATION STEM PROGRAMMING

Susan Osborn, Chief Operating Officer, presented information on STEM programming in Girl Scouts, which is one of four areas that are the foundation of the Girl Scout Leadership Experience: STEM, Outdoors, Life Skills, and Entrepreneurship. The presentation included statistics on why STEM and that girls are interested in STEM. She shared that new badges and journeys have been added such as: Cybersecurity, Robotics, Space Science Explorer, Bugs!, Mechanical Engineering, Think Like an Engineer, Think Like a Citizen Scientist, Netiquette, Digital Movie Maker, Website Designer, and more. Susan also shared what's new with STEM in Western Ohio such as: Air camp, Robotics Teams, Girls Discover STEM event (in every region), Armstrong Air and Space Museum event, Girls Coding Series with Tata, STEM Career Exploration with Lexis Nexis and Astrazenica, Design It – Build It!, and Cardboard Regatta.

MARKETPLACE POSITIONING

Marcia Dowds, Chief Development Officer, provided an update on Girl Scouts of Western Ohio's marketplace position. We have developed Superhero-themed program activities kits to complement Girl Scouts of the USA's Unleash Strong collateral and to support troop formation efforts, and an "event in a box" was produced for recruiters to help bring attention to booths and provide a standard look and feel across the council. She then shared information regarding various advertising methods: a) print advertising -- running Unleash Strong-themed print ads in parent magazines in each media market to target parents of girls K-5 to run in September, October, and November issues; b) television advertising -- running the new 30-second PSA Lifetime of Leadership-themed spot from GSUSA, specifically targeting mothers aged 25-45. These will run for 13 weeks in all regions; c) digital advertising -- Girl Scouts of Western Ohio was selected as one of 35 pilot councils to launch a first-ever GSUSA digital ad campaign, running July through October 2018. We will be expanding from a 7-month to 10-month targeted digital marketing campaign (retargeting, display ads, and mobile geo-fencing) as well as expanding geographies to combat marketplace competition and complement GSUSA's digital advertising efforts; d) social media -- each week, we're sharing 4-6 fall recruitment specific posts on Facebook and Twitter, in addition to existing marketplace competition posts that are going up regularly on Facebook and Twitter, and Instagram. They are a mix of images from GSUSA and images we've created, and we are testing which ones have better results on different platforms. Susan Osborn, then showed members samples of the themed troop formation night materials such as: Girl Scouts tablecloth; table top Daisy, Brownie, & Junior standee with petals and badges; Girl Scout Superhero mask; Girl Scout Superhero Cape; trefoil sticker; booklet; standing banner; Family Guide; coloring sheets -- Girl Scout DNA, Superhero, G.I.R.L.; and Girl Scout age level -- what can I do in Girl Scouts? Members were encouraged to take Girl Scout Strong yard signs with them. Brief questions and discussion followed.

HOW DID WE WORK?

Theresa Hirschauer, 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 will be held during the retreat on Friday, November 2, at the Drury Inn & Suites, and will include:

- Board Development Committee Report
- Capital Campaign Update
- Fund Development Task Group Report
- Marketplace Competition Update

ADJOURNMENT

The meeting adjourned at 6:06 pm.



Patrice Borders, Secretary

