

**BOARD OF DIRECTORS MEETING**  
**Tuesday, November 17, 2015**

**BOARD OF DIRECTORS** The regular meeting of the Board of Directors of Girl Scouts of Western Ohio was held by conference call. President, Jody Wainscott, was in the chair and Secretary, Kimber Fender, took the minutes.

**BOARD MEMBERS  
PRESENT**

Board members present:  
Jody Wainscott, Chair  
Ellen Iobst, 1<sup>st</sup> Vice Chair  
Ann Hartmann, 2<sup>nd</sup> Vice Chair  
Kimber Fender, Secretary  
Victoria Nilles, Treasurer  
Erinn Aulfinger\*  
Cassie Barlow  
Jeanne Bernish  
Patrice Borders  
Bridget Doherty  
Sue Gantz Matz  
Angela Granata  
Theresa Hirschauer  
Roni Luckenbill, CEO\*  
Pat Neal-Miller  
Zo Redman  
Samantha Shultz  
Kandi Staples  
\*ex officio

**BOARD MEMBERS  
ABSENT**

Board members absent:  
Nancy Dawes\*  
Barb Oostra  
Susan Redman-Rengstorf

**STAFF MEMBERS  
PRESENT**

Staff members present:  
Marcia Dowds, Director of Development & Marketing  
Cheryl Drinnen, Assistant to the CEO  
A.J. Office, Director of Research & Evaluation  
Susan Osborn, Chief Strategy Officer

**PRE-MEETING  
MATERIALS**

Materials mailed:  
Agenda Board of Directors Meeting  
GSUSA Strategic Initiatives Memo  
GSUSA Strategic Initiatives Presentation  
Outdoor Experience Task Group Presentation  
Consent Agenda Memo  
September 2015 Board Meeting Minutes  
Board Monitor Memo & Report Form  
Investment Update  
Virtual Seating Chart

**CALL TO ORDER**

The meeting was called to order by Chair, Jody Wainscott, at 4:31 pm.

**APPROVAL OF  
AGENDA  
MOTION**

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

**GSUSA STRATEGIC  
INITIATIVES**

Roni Luckenbill, CEO, presented information on GSUSA's strategic initiatives for the coming three years, which was shared at the CEO and Board Chair Summit last month. The presentation included information on what the national board has approved, what is in process, and what is still to come. The strategic goals are:

- Reach More Girls – reach and serve more and more diverse representative group of girls
- Higher Impact – deliver consistent, quality, outcome-driven girl program
- Increased Investments – increase society's investment in girls
- Effective Operations – operate like one business moving in one direction
- Stronger Brand – act like one movement, speak with one voice, supported by our champions

GSUSA will be forming teams to work on each of the strategic goals with the teams bringing back recommendations and measures for the key performance indicators for further discussion at the March CEO meeting. Discussion followed.

**OUTDOOR EXPERIENCE  
TASK GROUP REPORT**

Sue Matz, Task Group Chair, provided a report from the task group. She shared information about the camps, including an overview of camp use, our overall camp offerings, and a closer look at each camp: physical description, program features, and an overview of the big categories of use. The information shared was to help prepare the board for a decision-making discussion at the next meeting in January in which the task group will review and update the Outdoor/Property Guidelines and Principles. Discussion followed.

**FUND DEVELOPMENT  
TASK GROUP REPORT**

Angela Granata, Task Group member, announced that a fund development dashboard report has been posted on the board website under the resources page. She also shared that the board has reached 100% of the financial goal and with the new Board Development Committee members recently solicited, expect to have 100% participation by the end of the year. She also reported that the task group will give a 60 second update at each board meeting to highlight what is going on in each region. Information shared for this meeting is the STEM fair taking place on April 9 at the Museum Center. Marcia Dowds, Director of Development & Marketing reported that the STEM fair is a very public event and is receiving a lot of marketing. She also announced a new initiative in 2016 for a \$1,000 donor club called ToGetHerThere Circle and more information will be shared at the January meeting.

**PUT GIRLS FIRST  
TASK GROUP**

Zo Redman Task Group member, provided an update on the task group's work. She thanked each board member for completing the task group's survey last month. From the survey results, a number of next steps have been identified which include: send congratulatory notes or emails to women in the community, notes cards will be available at the January meeting and staff will try to match board members up to send an email and provide some words of congratulation; posting articles, etc. about Girl Scouts on social media platforms,

staff will send quarterly posts that can be copied and pasted; speaking to organizations, staff will provide sample scripts and supporting information; provide names and contact information of alumnae members, please forward as you obtain information. She also reported that at the January meeting, a dashboard, customized for each board member to see what you agreed to do and any completed work that we are aware of will be available. Members will be able to use the report to update their efforts and return to staff for reporting at the next meeting.

**APPROVAL OF  
CONSENT AGENDA  
MOTION**

The consent agenda was approved. The following agenda items were included on the consent agenda: Minutes of the September 2014 board meeting.

- Minutes of the September 2014 board meeting
- Appointment of the following officers to the CEO Performance Review Task Group:
  - Jody Wainscott
  - Ellen Iobst
  - Ann Hartmann
  - Kimber Fender
  - Victoria Nilles

**HOW DID WE WORK?**

Patrice Borders, November Board Monitor, reported on her assessment of the board's performance during this 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 the board files.

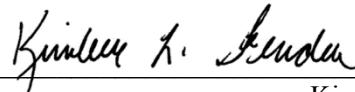
**AGENDA PLANNING**

The following agenda items will be included in the January meeting, which is scheduled for Tuesday, January 26, 2016:

- Presentation of the 2015 Year-End Report
- 2015 Audit
- Report of the Fund Development Task Group and kick-off to the 2016 Annual Campaign
- Report of the Put Girls First Task Group
- Report of the Outdoor Experience Task Group
- Board Development Committee Report
- Updates from GSUSA if received

**ADJOURNMENT**

The meeting adjourned at 5:18 pm.



Kimber Fender, Secretary