

# GSWPA Town Hall Meeting Report-Fall 2010

## 100th Anniversary

A visioning committee of GSWPA staff has begun developing ideas for the 100th Anniversary with input from nearly 600 members. This fall, webinars will be conducted with those members who have expressed an interest in serving on committees; and a workshop on the 100th Anniversary will be conducted at Fall Enrichment Events on November 6 and 13. Town Hall Meeting attendees received a handout of all initiatives:

**Forever Green (2011-12)**

**100th Anniversary Challenge (2010-12)**

**Alumnae Engagement (2010-12)**

**Girl Scout Reunions (2011-12)**

**Bridging to the Future (2012)**

**Statewide Gold Award Ceremony (2012)**

**Travel Pathways (2011-12)**

**Grand Celebration (August 17-19, 2012)**

**Additional 100th Anniversary Promotions (2011-12)**



## GSUSA Convention – Launching the Next Century of Girl Scouting!

The 52nd Convention will be held in Houston, Texas at the George R. Brown Convention Center on November 10-13, 2011. The theme, “Launching the Next Century of Girl Scouting,” will drive this very special occasion as we prepare for our 100th Anniversary.

Applications for National Council Session Delegates are due by Nov. 30. This information has been posted to the Delegate page on [gswpa.org](http://gswpa.org) in the About Us section.

### The process:

1. Applications are due by Nov. 30. Please mail to: GSWPA Board Development Committee, Attn: Karen Duncan, 30 Isabella Street, Pittsburgh, PA 15212.
2. The Board Development Committee will develop a slate of candidates for the council to approve at the Spring 2011 Annual Meeting.

The basic requirements to become a national council session delegate are:

- Be a citizen of the United States
- Be a member of Girl Scouts (14 years and older)
- Be available to attend the National Council Session, in Houston, Texas on Nov. 10-13, 2011 (delegate expenses are paid by the council)
- Be committed to participating in delegate training sessions which will be offered by the council
- Be committed to a three year term (tenure) as a delegate – including presenting information about the meeting at local Town Hall and service unit meetings

### The Board Development Committee will use the following criteria in its selection process:

1. The slate as a whole should be representative of the geographic areas of the council.
2. The slate as a whole should be representative of the various council stratifications such as girl members, adult operational volunteers and governance.
3. Candidates will be selected based on specific qualifications:
  - Possess the ability to express ideas and facts in a clear concise manner.
  - Have the ability to study proposals without drawing conclusions until all arguments are heard.
  - Be willing to listen to all viewpoints and consider new information. The ability to weigh options and consider ramifications is critical.
  - Promote partnerships and a team approach to decision making.
  - Exhibit knowledge of Girl Scouts at the council level and knowledge of the movement as a whole.
  - Think in terms of long term goals and objectives.
  - Demonstrate through participation commitment to the organization.
  - Represent the will of the constituents.

In mid-Nov. 2010, GSUSA will send our council the number of National Council delegates we are entitled to elect for the Girl Scout 2011 National Council Session. Each council is entitled to two delegates, plus one additional delegate for the first 3,500 girls under its jurisdiction who are members of GSUSA as of September 30, 2010, and one additional delegate for each 3,500 girls thereafter.

## GSWPA Property/Program Plan

Rustick LLC filed for protection from its creditors through Chapter 11 Bankruptcy on May 13, 2010. The lender, Merrill Lynch, continues to provide funding for their landfill operation, which has realized a decline in their business due to the economy. The Rustick LLC bankruptcy proceedings will in no way impede the operations of Camp Resting Waters. Girl Scouts Western Pennsylvania continues to stay apprised of the status of the landfill operation to ensure that the interests of the council are protected through the bankruptcy proceedings into the future. Rustick LLC has obtained a marketing firm to attract potential buyers for the landfill operation. On June 21, 2010, Sterner Consulting conducted a marketing campaign and executed confidentiality agreements with 26 potential bidders. Bids for the landfill were taken up until September 20, 2010. On October 7, 2010, a hearing was held in US Bankruptcy Court in Erie, PA regarding the auction of the landfill assets. If there is not at least one qualified bid, the auction will not occur. The court will conduct the auction at 3 p.m. on that date. On October 21, 2010, a hearing will occur in US Bankruptcy Court to approve the plan and sale of the assets including unexpired leases and contracts if there is a qualified bidder for the landfill.

Our agreement with Mr. Garvin for the sale of Camp Roy Weller has ended with no remaining options within the agreement. This is not to say that Mr. Garvin will not later develop his horse theme park and place the council in the same situation that initially brought us together to negotiate the sales option agreement. The council will take reservations, forgoing any changes in Mr. Garvin's ability to develop the horse theme park, for the next several years while the council divests the properties as scheduled in the master plan. The council and board of directors will assess the usage of Roy Weller after camps Timberlake and Yough are sold to gauge if Roy Weller's usage is on the increase to make a determination if the property will remain within the council. Roy Weller, although not officially part of the property study, was evaluated and did not meet the initial criteria set by the committee. Roy Weller did, however, have development potential, which is why further analysis of the usage will be needed to decide whether the property will remain and be developed. This does give our current marketing and program task groups the time to address strategies to increase the usage of the property. In lieu of these changes, Camp Roy Weller website and Facebook® additions are being made.

**The four active camp properties targeted for sale from the marketing, program, and property study will have their final closures on the following dates:**

<b>Camp Trefoil Trails</b>	<b>October 15, 2011</b>
<b>Camp Wright-O-Way</b>	<b>October 15, 2011</b>
<b>Camp Timberlake</b>	<b>October 15, 2012</b>
<b>Camp Yough</b>	<b>October 15, 2013</b>

GSWPA completed final steps to close Birdsall Edey and removed all assets from the property as of May 31, 2010. A memorial event was held on June 26, 2010 at Chapman State Park to celebrate the memories of Birdsall Edey and at Pymatuning State Park for Camp Lend-a-Hand on September 19, 2010.

GSWPA Board of Directors has approved initiating the sales process of Camp Lend-a-Hand, and has contracted with Howard Hanna Commercial Real Estate Services as its broker. Howard Hanna has the expertise and in-depth knowledge of the real estate markets to assist with effective marketing and desired outcomes. Howard Hanna will also market the sale for the remaining camps and other properties that are to be sold.

The council is working with Howard Hanna to sell the council office building located at 431 Third Street, Beaver, PA 15009. The building had been used for the council shop and offices, as well as, apartment rentals. This building is connected to our other office building located at 443 Third Street, Beaver, PA 15009. GSWPA owns the adjacent building at 443 Third Street, Beaver, PA 15009. The council shop will be moved to the 443 Third Street location where all the staff members will be located.

In addition, Girl Scouts Western Pennsylvania will no longer be using the Waynesburg Little House in Greene County for Girl Scout purposes—beginning October 1, 2010.

The attorney of the estate, David F. Pollock, is petitioning the court for the property to revert to GSWPA ownership if there are no remaining heirs to the estate that willed this property to Girl Scouts. If there are no remaining heirs, and the deed is transferred to GSWPA, Howard Hanna will act as the council realtor.

As part of the strategic learning and planning of the council, the council has also begun a restructuring of staff that are more out-based, and less office-based. It was determined that the lease for the Clarion office, located at 21823 Route 68, Suite 1, Clarion, PA 16214, will not be renewed. This will take effect on February 1, 2011. Additional offices are also being assessed for effectiveness.

## Market/Program/Property Task Group Updates

The market research task group designed and distributed surveys and evaluations to summer campers including 824 adults (parents of resident campers, adult family campers and CORE camp volunteers) and 1594 girls (resident, CORE and family campers). A phone-a-thon to over 90 non-camping members was conducted and evaluations were created and distributed at four volunteer events. The group also reviewed industry trends and standards, as well as data from this year's summer camp offerings:

### **Camp Conshatawba**

Camp Conshatawba operated at 37% of capacity during 2010 summer camp (267 campers). Camp Conshatawba served 382 girls at two weeks of day camp in 2010 that operated at 62% capacity.

### **Camp Elliott**

Camp Elliott resident camp ran at 27% capacity during 2010 summer camp (155 campers). Camp Elliott held 2010 day camp serving 222 girls at 97% capacity, as well as a day camp overnight that served 86 girls at 43% capacity.

### **Camp Hawthorne Ridge**

Camp Hawthorne Ridge served 187 girls at resident camp in 2010, running at 24.5% capacity. Camp Hawthorne Ridge held two day camps—one serving 162 girls at 81%, and the second serving 176 girls at 93% capacity.

### **Camp Redwing**

Camp Redwing served 1,337 girls at resident camp, running at 66% capacity.

### **Camp Singing Hills**

Camp Singing Hills served 411 girls at resident camp, running at 44% capacity.

### **Camp Skymeadow**

Camp Skymeadow served 660 girls at resident camp, running at 75% capacity.

***Summer camp provides girls with the opportunity to become confident and experience increased self-esteem, develop social skills that help them make new friends, become adventurous and willing to try new things, and become more independent and show leadership qualities. This year, our evaluations and surveys to over 2400 campers helped GSWPA gauge our girls' overall camping experiences. See more information at [gswpa.org](http://gswpa.org) – Camps / Outdoor Program Development.***

A thorough report of findings, including outcomes was completed on August 25, 2010 along with these recommendations:

- GSWPA summer camp provides a solid camp experience for girls; however, to ensure that more girls get this experience, programming must be created to drive participation. Seventeen specific program recommendations have been made that will make GSWPA summer camps more competitive.
- Nine new information systems and marketing methods will be created based on research.
- Relationship building with parents and campers will give GSWPA a competitive edge and reduce concerns. Eight recommendations to strengthen trust and relations were offered.
- Five positioning techniques will be employed.
- GSWPA will create and promote 14 customer-friendly systems necessary to make it easier for girls to camp.
- Girls will continue to define camp improvements and development—based on their needs and interests. The market research task group will solicit feedback from girls who are non-members, troop campers, day campers, girls who attend outdoor program events, and those who use non-council owned properties for outdoor program needs.

GSWPA has recruited and activated site teams at nine council properties. Staff, volunteers and girl members will be reviewing and prioritizing camp property needs, identifying and overseeing service projects for each camp property, providing input into camp improvements, and helping to make connections with community partners that would fund program and capital projects at GSWPA camps.

Through their participation in the property site teams, girls will be provided with unique learning outcomes and experiences:

- Analyzing and interpreting pertinent information in order to be part of the decision-making process
- Compiling an outlined scope of work which will define the age-appropriate criteria for groups interested in service and community projects at GSWPA camps
- Demonstrating time management skills
- Assessing cost-effectiveness of various projects
- Determining the degree of project quality by being part of the inspection process
- Providing supervision to specified service projects
- Utilizing technology to post property improvements, needs and projects on camp Facebook® pages

## GSWPA Board Actions

The Board of Directors met on June 19 and September 18, 2010

- Approval of the minutes of the April 17, 2010 Annual Meeting
- Acceptance of the resignation of Board Member Kym Hamilton
- Appointment of Sarah Shaffer as chair of the audit committee
- Approval of nominee for a board approved adult award
- Approval of recommendation regarding Waynesburg Little House and adjacent property
- Approval to cover costs associated with property appraisals and pension plan from council reserves
- Approval to change two unrestricted funds to permanently restricted
- Approval to sell building adjacent to Beaver office (currently used as shop)
- Approval to terminate Clarion office lease
- Approval of 2010-11 budget
- Accept the recommendation by Board Development Committee of Patty Simmons to the board
- Approval to accept a minimum settlement of \$300,000, on the Eberly Family Learning Center law suit
- Approval to support Girl Scouts of Western Oklahoma's proposal to the national convention. This proposal would permit councils to determine a registration fee for services that includes the \$12 GSUSA membership fee and would be based on individual council's budgetary consideration as we do now with setting the price for a package of cookies.
- Approval to support Girl Scouts of Central and Southern New Jersey's proposal to the national convention. This proposal would allow the membership year to be determined by the member/customer, instead of being set as October 1 through September 30. If a member registers in June, for summer programming, their membership is good until the following June.
- Approval for Girl Scouts Western Pennsylvania to submit a proposal to the national convention. We recommend that the Gold Award would become a level of Girl Scouting (the highest level, just after Ambassador), rather than an earned award; and that the name would be changed to reflect this.
- Appointment of Stephanie Rosenberg, Indiana, PA, to the Board Development Committee.

## Operations Updates

The GSWPA strategic learning process identified five priority areas. They are:

1. Increase and diversify funding and identify sustainable revenue sources
2. Identify and develop volunteer model
3. Develop quality, consistent and diverse pathways that are girl-driven
4. Develop a strategic marketing model
5. Create and/or strengthen governance and organizational structure

Based on this information, staff Gap Teams were identified and charged with making recommendations to narrow the gap between the current state (where we are now) and our desired future state (where we want to be).

Based on this work, the Gap Team working on the fifth priority, to create and/or strengthen governance and organizational structure, met to develop the recommendations on what staff we need in place to implement the recommendations, and ultimately get to our desired future state.

The results from the Gap Teams have brought about a restructuring of our operations and fund development organizational charts. The total success of our council lies within an organizational structure that is developed around our member, volunteer and stakeholder needs.

## SAVE THE DATE!

### GSWPA Annual Meeting—April 16, 2011, 9 a.m.-12:30 p.m.

### GSWPA Spring Town Hall Meetings (All meetings are from 6:30-8:30 p.m.)

**Monday, March 14, 2011**  
GSWPA Southpointe Office  
345 Southpointe Blvd.  
Canonsburg, PA 15317

**Wednesday, March 16, 2011**  
GSWPA Kittanning Office  
2359 Freeport Rd.  
Kittanning, PA 16201

**Wednesday, March 23, 2011**  
GSWPA Johnstown Office  
612 Locust St.  
Johnstown, PA 15901

**Thursday, March 24, 2011**  
Hope Lutheran Church  
8070 Rowan Rd.  
Cranberry Township, PA 16066

**Tuesday, March 15, 2011**  
GSWPA Edinboro Office  
5681 Route 6N  
Edinboro, PA 16412

**Tuesday, March 22, 2011**  
Camp Curry Creek  
60 Girl Scout Dr.  
Brockway, PA 15824

**Thursday, March 24, 2011**  
Jefferson Defrees Family Center  
207 Second St.  
Warren, PA 16365

**Wednesday, March 16, 2011**  
Franklin Industrial & Commercial  
Development Authority  
191 Howard St.  
Franklin, PA 16323

**Tuesday, March 22, 2011**  
GSWPA Greensburg Office  
126 East Otterman St.  
Greensburg, PA 15601

**Thursday, March 24, 2011**  
GSWPA Smethport Office  
217 West Main St.  
Smethport, PA 16749