

**GIRL SCOUTS WESTERN PENNSYLVANIA  
ANNUAL MEETING  
APRIL 25, 2015**

*The annual meeting of the Girl Scouts Western Pennsylvania was held via technology connecting satellite sites and called to order by chair, Lois Kuttesch, on Saturday, April 25, 2015. A quorum was met.*

**Main Site:** Kovalchick Convention and Athletic Complex, 711 Pratt Drive, Indiana, PA 15705

**Satellite Sites:** Community College of Beaver, Community College of Allegheny County, Clarion University, GSWPA Edinboro, Hamlin Library (Smethport), Penn State DuBois Campus, Range Resources (Cecil)

- **Opening Flag Ceremony, Pledge of Allegiance, Girl Scout Promise**
- **Welcome** – Pat Burkart
- **Meeting called to order** – Lois Kuttesch
- **Introduction of the Board of Directors**
  - Officers
    - Mary Beth Taylor, 1<sup>st</sup> Vice Chair
    - Tinsy Labrie, 2<sup>nd</sup> Vice Chair
    - Dot Brookes, Treasurer
    - Victoria Kush, Secretary
  - Members at Large:
    - Karla Byrd, Pittsburgh
    - Jon Colburn, Pittsburgh
    - Hilliary Creely, Indiana
    - Lorrie Crum, Greensburg
    - Missa Murry Eaton, Sharon
    - Nicole H. King, Pittsburgh
    - Mary D Kohler, Wexford
    - Elizabeth Lamping, Mars
    - Dennis Lindberg, Ridgway
    - Dana Pascarella, Pittsburgh
    - Kelly M. Ryan, Clarion
    - Denise Sabolcik, South Park
    - Rebecca Z. Styles, Windber
    - Dawn Williams-Zabicki, Presto
  - Girl Advisory Panel:
    - Bailyn Bench, Cranberry Township
    - Ellen Murphy, Presto
    - Regina Seath, Erie
- **Parliamentarian** – Diana Anderson Brush
  - Our meeting today is governed by our Bylaws and Roberts Rules of Order
  - We will ask each person wishing to ask questions to go the microphone or conference phone. A staff person will give you a note card to remind you how you should introduce yourself

- We ask that comments and questions be related to the agenda items
  - If you would like to add something to the agenda, please do so when we discuss the agenda. Once we approve the agenda, any items brought up on not on the agenda, will be considered out of order
  - Operational items or personal issues can be directed to the appropriate staff
- **Key staff introduction** - Pat Burkart
  - Pat Burkart
    - Chief Executive Officer
  - Kristen Walker
    - Chief Operations Officer
  - Jay Krunszynsky
    - Chief Administrative Officer
  - Deb Smith
    - Chief External Relations Officer
- **Introduction of meeting sites** – Lois Kuttesch
  - Community College of Beaver
  - Community College of Allegheny County
  - Clarion University
  - GSWPA Edinboro
  - Hamlin Library (Smethport)
  - Penn State DuBois Campus
  - Range Resources (Cecil)
- **Credentials Repots** – Diana Brush
  - 96 Delegates in attendance
    - Quorum is defined as at least one delegate from 20% of the Service Units from each of the three Regions
      - 31 delegates from region 1 representing 23 different Service Units
      - 28 delegates from region 2 representing 14 different Service Units
      - 37 delegates from region 3 representing 20 different Service Units
    - Quorum met
  - Additions to the agenda – no additions presented

*Jon Colburn motioned with a second from **Lauren McVicker** to accept the credentials report and the agenda as presented. Motion adopted.*

- **Reconition of 2013 GSWPA Annual Meeting Minutes**
  - 2014 Annual Meeting minutes were approved by the board on June 14<sup>th</sup> 2014
- **Treasurers Report** – Dot Brookes
  - Total net assets of \$18.4 million with \$7.4 million in investments
  - Reserves are higher than GSUSA recommendations
  - Activities net change in fiscal year of 2014 was \$504,000 positive net cash
    - Revenue over expenses exceeded 5%
  - Clean audit received from Maher Duessel– no identified issues
    - The Form 990 is available at [guidestar.org](http://guidestar.org)
- **Service Delivery Committee Report** – Kristen Walker
  - Annual Meeting 2014
    - Majority of participants prefer multiple sites

- Business and Committee Reports found most valuable
  - Fall Town Halls
    - Increased participation in the fall meetings
    - National Convention feedback and preview of GSWPA bylaw change
  - Multi Service Unit Meetings
    - First year using this format
    - 12 in-person meetings and 1 webinar
    - Multi Service Unit meeting attendance: 363
    - 2013 Spring Town Hall attendance: 202
- **Marketing Committee - Tinsy Labrie**
  - Focus on bringing national campaigns to life locally
    - Ban Bossy
    - ToGetHerThere
    - GSWPA Girls Media team
      - Girls age 8 and up writing, blogging, and making TV and radio appears to gain communication skills
  - Communications strategies
    - Streamline communication to volunteers
    - New verbal brand identity
    - Increased social media presence
      - Increase in facebook fans and average post reach
  - Comments
    - 51915 Susan Earley
      - Smethport – Express cookies sales. Girl Scouts took over girl page on ebudde and orders now placed directly with council and not to the troop
        - We will look into this further
- **State of the Council Report – Pat Burkart**
  - Strategic Goals
    - Core group evaluated the strategic priorities for the council to make the priorities with more focused and measurable goals
      - Updates were taken to the Board of Directors for discussion and approval
        - GSWPA will design and support the volunteer experience to improve onboarding time and increase volunteer retention and satisfaction by 2017.
        - GSWPA will stabilize key revenue streams (fund development, product sales participation, retail and camp/program) by year end 2015 and increase overall revenue by 3% by 2017.
        - GSWPA will achieve a 10.42% girl market share by year end 2015 with a goal of 12.5% by 2017 and offer support for successful retention.
        - GSWPA will provide girl led age appropriate experiences that deliver the GSLE with volunteer support.
    - Girl membership ended at 27,884
      - Decline from 2012-2014

- This decline was intentional and largely a reduction in the “Drive-by Girl Scouting” in which we were providing financial assistance for girls who didn’t know they were Girl Scouts
  - Focus on providing quality Girl Scout programming
  - Goal to stabilize and grow membership
  - Moving back to the national average
- Camp
  - Camp enrollment showed a decline in 2012 but we have since seen our participation increase over the past two summers
    - We are already ahead of this time last year
    - We are continuing to double Girl Scout Bucks for resident camp sessions
- Budgeted financials
  - Audit Report reflects \$504,000 net operating income
    - Includes capital donations
    - Represents a 5% margin of excess revenues over expenses
  - Budgeted for a \$150,000 net operating income
    - Excludes non-operating activity such as frozen pension, investment appreciation, depreciation, and property gains
  - Fund Development
    - Closed at \$1.4 million dollars
    - Special events including Johnstown, Pittsburgh, And Erie Awards of Distinction included represented a 13% increase
  - New event – Lake Erie Duathlon
    - 5k run, 20 k bike ride, and another 5k run thru Presque Isle State Park in Erie
- Customer Engagement Initiative Transition
  - Pain points have included technology not aligned for effective customer service, inconsistent communication
  - We were looking into a customer relationship management software as a potential solution for these concerns. As a result, we are joining fellow Girl Scout councils as part of the Customer Engagement Initiative.
    - It represents a new way of working including new webplatform, workflows, staffing alignment, and Volunteer Toolkit
      - Staff alignment includes 1 operations Vice President, focused Recruitment and Retention jobs, and new Customer Care Team
  - Go-Live date in mid-July
  - Member experience is the number 1 priority
- Property Report
  - Capital Fundraising of \$138,00
    - Included projects such as resurfacing Singing Hills pool, ice skates for Resting Waters, new Trading Post at Skymeadow to name a few
  - Property Sales
    - Camp Yough sold Jan 23, 2015 for \$525,002
    - Camp Trefoil Trails sold April 24, 2015 for \$220,000
    - These two sales represent the completion of the recommendations from the 2009/2010 program/property study
  - Camp Advisory Teams

- 9 Camp Advisory Teams up and running
    - Currently analyzing property survey data
    - Positions are still available – contact Karla Schell (kschell@gswpa.org)
- Volunteer Report Outs
  - National Convention and Girl Scout Leadership Institute - Brittany McCartney
    - National Convention - Oct 16-19, 2014 in Salt Lake City UT
    - 15 Delegates (12 adults – 3 girls)
    - 9 girls for the Girl Scout Leadership Institute
    - National Council Session Proposals
      - Flexibility of Dues and Registration Practices
        - Annual, lifetime, and as applicable
      - Reporting Relationship of the Chief Financial Officer
        - CFO no longer reporting directly to Board of Directors
      - Role of the Past Presidents
        - No longer ex-officio members of the Board
    - Girl Scout Leadership Institute
      - This year's theme was "Girls Change the World" with guest speakers including Elizabeth Smart and Dr. Tererai Trent
      - Girls worked on developing a Take Action project
        - Brittany's project is creating a bussing route for local residents to get to markets and such in the area she lives
    - Next Convention – October 12-15, 2017 Columbus, Ohio
  - Gold Award – Kriss Svidro
    - GSWPA has a Gold Award Committee of 20
    - Currently 126 girl members are working on their Gold Award projects
    - 93 Gold Awardees for 2014-15 will be honored during Court of Award Ceremonies in May & June
    - The 100<sup>th</sup> Anniversary of the Gold Award will be celebrated in 2016
      - The committee is planning a traditions based camping weekend in August 2016
  - Adult Awards – Kriss Svidro
    - The committee encourages everyone to help promote the use of adult awards and the submissions of nominations
    - Many of our volunteers are doing amazing things throughout our Council and we want to share those experiences, and show our appreciation for their hard work
- Questions/Comments on State of the Council Report
  - Jennifer Vincent – Indiana Clarion SU
    - Jennifer does not identify as a customer but rather a leader, mother, and children are not customers
    - Talked about inconsistent communication – frustration in Clarion since membership manager left
      - Jennifer called Missy Mattera – Missy's response was that new positions were still being evaluated and we always appreciate feedback from our volunteers

- Question: Who do we talk to and how will you continue to help us?
    - Pat agreed that better communication can be made and is the goal of the Customer Engagement Initiative
  - Jennifer believed when they had a membership manager they had communication
  - Question: How is the reassignment going to help the communication?
    - Assigning staff to fill in the area to support
  - Jennifer commented that they showed the membership decline – would like to see a better picture of the actual data
  - Question: How many girls were new and how many retained, what is the actual retention
    - 60% retention last year
- Southpointe –
  - South Park Senior troop have concerns about South Park Girl Scout Cabin and graffiti is on the walls
  - Girls put up signs to discourage the vandalism but it's not enough
  - Question: can council help with the graffiti in the cabin?
    - Pat – council will look into ways we can help the efforts to maintain the area but this is not a council owned property so we may be limited
- CCAC North
  - Roxanne Plater Greater Pittsburgh Service Unit
  - Thank you for acknowledging drive-by Girl Scouts and the need to give the girls the experience they are supposed to have
  - It is nice to hear that the former Membership Managers will now be given some help and not expected to do everything
- Linda May – Pittsburgh East Service Unit
  - Sale of Camp Yough – council said they would come up with new options for camping
  - Question: What is the update of your investigations?
    - Pat – Increase in Programs By Request in that area
    - After the property study we started providing more programming in those area but with low attendance we have incorporated the Programs by Request and seems to be well received and accepted
- **Adult Award Recipients** – Lois Kuttesch
  - Appreciation pin
    - Recognizes an individual's exemplary service in support of delivering the Girl Scout Leadership Experience. This service, which has had measureable impact on one geographic area of service, helps reach and surpass the mission-delivery goals of the area
    - Linda Brison
    - Lori Kibler
    - Melissa Greiner
    - Marty Best
    - Jan Keating
    - Leslie Latour

- Jenny Poff
  - Angela Bender
  - Lisa Sanders
  - Darlene Beatty
  - Ruth Shannon
  - Amy Constantine-Kline
  - Kate Svidro
  - Janet Baker
  - Sue Dickson
- Honor Pin
  - The Honor Pin recognizes an individual's exemplary service in support of delivering the Girl Scout Leadership Experience, which has had measurable impact on two or more geographic areas of service, allowing the council to reach and surpass its mission-delivery goals.
  - Dottie Neal
  - Kathy Boyd
  - Melinda Shoenfelt
- President's Award
  - recognizing the efforts of a service-delivery team or committee whose exemplary service in support of delivering the Girl Scout Leadership Experience surpassed team goals and resulted in significant, measurable impact toward reaching the council's overall goals
  - Conshatawba Camp Advisory Team
  - Penn Wood Hills Day Camp Committee
- GSWPA 2015 Volunteer of the Year
  - volunteer who has made a significant impact on the entire Council with their time, talent, and treasure in the last service year and which merits council-wide recognition. This award is only given to one volunteer per year, and candidates may not receive the award more than once
  - Dessa Summy
- **Board Development Committee – Dot Brookes**
  - Responsible for recruiting and vetting potential members of the board, girl advisory panel, and board development committee
    - candidates who can bring their own expertise to the board of directors to provide oversight of the council and who believe in the Girl Scout Mission to create girls of courage, confidence, and character
    - Qualities considered include experience, geographic distribution, and a willingness to support Girl Scouting in the community
- **Proposed Bylaw Change – Lois Kuttesch**
  - Amend Bylaws to remove references of the CFO from GSWPA
    - This has been discussed at the Board of Directors meetings as well as this past year's Fall Town Hall meetings and is based upon consultations with our financial advisors and auditors.
    - After evaluating the role of a Chief Financial Officer and the current needs of the council, it was determined that at this time, our council was better served with the addition of a Finance Director and supporting team.

- This removal of the CFO from our bylaws allows the council the flexibility to operate without a CFO currently or to return to the role of CFO if we find a need for the position at a later time.
- Called to motion to approve the CFO change

*Lauren McVicker* motioned with a second from **Rebecca Obrien** to remove the Chief Financial Officers from the bylaws. No Discussion. Motion passes without opposition.

- **Board Slate Election – Dot Brookes**
  - Members at Large
    - 2<sup>nd</sup> Terms ending April 2018
      - Jon Colburn
      - Dawn Williams-Zabicki
    - 1<sup>st</sup> Terms ending April 2018
      - Michelle Maccagnan
      - John Polacek
  - Girl Advisory Panel
    - Term ending April 2017
      - Ava Nachman
      - Laura Shope
  - Called to motion for approval

*Kriss Svidro* motioned with a second from **Judy Pellett** to approve the Board Slate as presented. Motion passes without opposition.

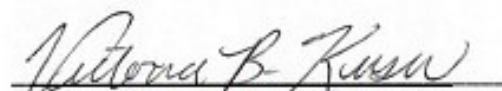
- **Outgoing Board Members Acknowledgement – Lois Kuttesch**
  - Members at Large
    - Becky Styles
  - Girl Advisory Panel
    - Bailyn Bench
    - Ellen Murphy
- **Other Business**
  - This is the portion of the meeting for any additional items added to the agenda at the start of the meeting
  - No additions were presented at the beginning of the meeting

*The motion to adjourn was made and seconded. With no discussion the motion was passed to adjourn.*

- **Closing Comments** - Lois Kuttesch
- **Closing Ceremony**

*Meeting adjourns 10:55 am*

  
Lois Kuttesch; Board Chair

  
Victoria Kush; Board Secretary