

Welcome from Nicole King Yohe, Board Chair, and Pat Burkart, CEO

Overview of upcoming meeting and roles

- Welcome from Pat
 - Welcome to the 17th Annual Meeting!
 - Voting instructions, in-room vs text. If the text-to-vote platform is experiencing delays, we may move voting results to the end of today's meeting.
 - For those attending in person, you will vote physically by raising your voting card.
 - For those attending remotely, you will receive a link to vote – this link will be the same for all votes. Please wait until you are prompted to vote.
 - Reminder: a majority vote is needed for all
 - Please come to the front of the room and use the mic when you have a question or comment that pertains to an agenda item. Please state your name, service unit, and the agenda item your question pertains to.
 - If attending remotely, please type this in the question-and-answer log.
 - Virtual participants are muted; motions will be accepted at the main event.
 - Customer care is available until 11 a.m.
 - Please welcome Troop 26831 to perform the flag ceremony.

Call the Business Meeting to Order

- Nicole called the meeting to order.

Opening Remarks

Introductions of the Board of Directors, Parliamentarian, and Key Staff

- Nicole introduced Board Officers, Board Members-at-Large, Girl Advisory Committee members, and Victoria Kush, Parliamentarian.
- Victoria Kush regarding the meeting:
 - Reminder, we are being governed by our bylaws and Robert's Rules of Order.
 - Reminder on how to ask a question and when.
 - Victoria will be monitoring the question log from the virtual participants.
 - Please make sure comments and questions are related to the agenda item. If you would like to add something, please bring it up during the adding to the agenda portion; otherwise, asking something not on the agenda will be considered out of order.

- Pat introduced the leadership staff.

Credential Report

- Victoria is reporting on the credential report.
- We are able to provide a full and complete credentials report captured at 8:15 a.m.
 - 129 voting members of the corporation participating in today's meeting; this includes 120 delegates and 8 members of the board of directors and the Board Development Committee.
 - Quorum is defined as at least one delegate from 20% of the service units from each of the three regions.
 - 37 service units in Region 1 – 26 delegates representing 13 service units
 - 61 service units in Region 2 – 60 delegates representing 21 service units
 - 29 service units in Region 3 – 34 delegates representing 11 service units
 - Following our bylaws, we have met quorum and are able to proceed with official business.
- Nicole – any objections to accepting the credential reports as presented?
 - Hearing no objections, the report is approved by general consent.

Approval of the Agenda

- Nicole – Included in your packet for today is the agenda.
 - Are there any additions or changes to the agenda? Once the agenda is approved, additional items will not be considered.
 - No additions or changes were made to the agenda.
- Motion to accept the agenda by Jennifer Vinson, Service Unit 2624, and seconded by Lauren McVicker, Service Unit 4605.
 - Any discussion?
 - Seeing no further discussion, we will move to the vote.
 - Motion carried unanimously.
- The agenda has been approved and adopted for today's meeting.

Approval of 2024 Girl Scouts Western Pennsylvania (GSWPA) Annual Meeting Minutes

- Meeting minutes were available in your meeting packet as a QR code and are on the council website under the governance page.
- Any changes to the meeting minutes?
 - No changes.
- Motion to accept the minutes by Amy Miehle, Service Unit 3622, and seconded by Jennifer Vinson, Service Unit 2624.
 - Any discussion?
 - Seeing no further discussion, we will move to the vote.
 - Motion carried unanimously.
- The meeting minutes have been accepted.

Recent Board Actions

- Nicole will review the board actions that have occurred since the Fall Town Hall in October, which was the last time membership was updated on the board.
- November 2024 Board Meeting

- Received update regarding the Property Committee's five-year plan and Annual Meeting Slate.
- January 2025 Board Meeting
 - The 2024-25 Audit was approved and accepted, the slate for the 2025 Annual Meeting was approved, and the property committee's five-year plan was approved.
- March 2025 Board Meeting
 - The 2025 Adult Awards were approved.

Reports

- Michelle Maccagnan, Treasurer, will now present the Treasurer's Report.

Treasurer Report

Annual Report

- As of Sept. 30, 2024, the total net assets were \$25 million, which included \$13.3 million in investments; of that amount, \$5.3 million includes the camp and office sale proceeds.
 - The council segregates property proceeds to designate those funds for major improvements to our properties.
- 19.8 months of operating reserves, including property proceeds.
 - The number drops to 13.5 months when excluding property proceeds.
- Girl Scouts of the USA (GSUSA) recommends a minimum of 6 months, up to 12 months.
 - There are reasons GSUSA will allow higher reserves, such as planned major capital expenditures, heavy cookie revenue dependence, and potential risk of market declines.
- The council invested \$278,000 in capital expenditure to maintain and improve our camp and office properties.

Audit

- Had a clean audit opinion again this year.
- Auditors did not identify any material weaknesses or significant deficiencies in our internal controls.
- Once again, the auditors did not issue any management letter comments this year.
- Form 990 is posted to our website.
- Thank you to our finance and audit committee members!

State of the Council Report

- Pat will talk about the state of the council during the time period of Oct. 1, 2023, to Sept. 30, 2024.

Strategic Goal Report

2023-24 Report Out

- Strategic Goals: Reach and Retain More Girls, Transform the Volunteer Experience, Reimagine Revenue Sources, and Equity.
- Achieved 96% of our original girl membership goal.
 - 14,626 girls – Goal was 16,014.

- Short by 1,388 girls.
- The total 2023-24 adult membership was 8,547.
- GSWPA was #25 out of 111 councils nationally and #8 out of 37 mid-size councils.
- For new membership, we were #40 out of 111 councils nationally and #16 out of 37 mid-size councils.
- For renewed membership, we were #34 out of 111 councils nationally and #7 out of 37 mid-size councils.
- With a 69.1% annual retention, we were tied for #14 out of 111 councils nationally and #5 out of 37 mid-size councils.
- We have been declining in overall membership numbers, but held a stronger market share nationally.
- 10,197 Girl Scouts, troops, and volunteers were served at our camp properties in 2023-24.
 - 2% increase in participants served from 2022-23.
- We served 1,507 girls and adults from 29 counties at summer camp.
 - This was a 26.5% increase in summer camp participation from 2022-23.
- Camp Hawthorne Ridge, Camp Conshatawba, and Camp Skymeadow ran overnight programs, while Camp Redwing ran day camps.
- Currently have a camp subsidy of \$1.025 million, which is not sustainable for the council.
 - Each camp subsidy average is approximately \$250,000.
- Each year over the past four years, one GSWPA Gold Award Girl Scout has been awarded a scholarship.
- MagNut was from Oct. 1 through Nov. 26.
 - There were approximately 400 fewer order cards submitted than in 2022.
 - Troops were successful in earning funds, earning an average of more than \$1,800 in proceeds.
- During the 2023-24 season, cookies went to \$6 a box.
 - Offered the election week cookie program as a pilot for troops to sell at polling places and small businesses.
 - 111 troops sold more than 34,000 packages of cookies at booths during the week of the general election in November 2023.
- January 2024 – girls began taking orders through order cards and Digital Cookie.
- There were several technical issues with Digital Cookie.
- Council offered troops the option to take credit card payments through Digital Cookie during booth sales to avoid fees.
 - More than 33,000 packages were sold through booths using this payment option.
- Nearly two million packages of cookies were sold.
- Per girl average dropped to 183 (expected with a price increase).
- Slight decline in retail sales due to multiple factors.
 - The online uniform order forms made the previous year were taken down by GSUSA, citing that they were in direct competition with their own platform.
 - Decline in membership.
 - Average sales per girl is \$34.65, which is significantly higher than the GSUSA national average of \$21.00.
- Budgeted for a \$724,000 net operating surplus.
 - Full audit reflects \$1,173,000 net operating income.
 - Excludes non-operating activity of \$2,061,000 in net cost and market increases.

- In the previous year of 2022-23, council had an operating deficit of \$270,000.
- Reduced membership decreases the budgeted cookie revenue.
- Cookie baker production issues that led to cookie unavailability and lost sales.
- Camp attendance continues to be well below budget.
- In the most recent year of 2023-24, council had an operating surplus of \$1,173,000.
 - Council continues to be impacted by decreased membership and low camp attendance.
 - Customary revenues reflect the \$84,000 shortfall – but with unbudgeted gas lease and timber revenue totaling \$221,000, along with expense reductions of \$206,000, this allowed us to achieve the surplus.
- Capital improvement spending – qualified as items over \$5000, has a total of \$278,353 spent for capital expenditures.
 - This included the re-paving of the Edinboro office parking lot, Camp Redwing generator and HVAC systems, and other various projects.
- The 2023-24 fundraising campaign closed at \$960,516.
 - 98% to the goal of \$980,500.
- In April 2024, Camp Hawthorne Ridge was in the direct path of the solar eclipse.
 - GSWPA seized this moment and had nearly 800 participants at a three-day event at Camp Hawthorne Ridge.
 - Huge success and was the springboard for the STEM Sisters program.
- Please consider joining the Juliette Gordon Low Society – make GSWPA a beneficiary of your will or retirement plan.

Fall Town Hall Update

- Held one Fall Town Hall virtually in October, which was highly attended.
- Among the agenda items was the update on the Membership Dues Proposal that was being presented at the Special National Council Session.
- The proposal to increase dues passed, and the girl membership moves to \$45 for the 2025-26 membership year and adult fees to \$30. In 2026-27 the girl membership dues increase to \$65.
- Council is focusing on increasing the amount we offer for financial assistance to help.
 - In the planning stage now.

Camp Update

- Started to develop our new five-year property plan by having a meeting at each camp in early summer 2024 to discuss potential improvements.
 - Fall 2024 – held two additional virtual meetings to discuss the data collected and finalize the plan.
- All four camps will receive new cots and mattresses over the next two years.
 - Half have already been put in place for this summer.
 - The other half will be in place for 2026.
- In the process of marking camp property trails and developing new maps.
- Will provide cleaning instructions and appropriate supplies for operating and cleaning our more complicated commercial appliances.
- The website is being updated, along with the reservation process, to better detail amenities for each camp.

- We will produce lists of projects for camps that our members and troops can work on in exchange for overnight camping.
- Also developed a system to more effectively monitor the condition of our program supplies.

Property Update

- Merry Go Round Lodge is being renovated to create a troop cabin that will sleep eight.
 - New kitchen, insulation, and HVAC unit.
 - Bathroom is ADA compliant, with a flushing toilet.
- Camp Skymeadow has been slated for a multi-use building complex that will serve as troop lodging, summer camp lodging, and staff headquarters.
 - The design is currently in process, and construction is scheduled to begin fall of this year, with a completion date of spring 2026.
- Previously, put all camp proceeds in a separate account; a total of \$3.3 million will be spent on camp improvements.
 - \$2.5 million spent through Sept. 30, 2024, on splash pad, ranger house, kitchen appliances, lodge and hall renovations, septic system, and pool.
 - Additional approved future spending of \$225,000 in FY24-25 and \$625,000 in FY25-26 will be spent on bedding replacements, Camp Conshatawba Merry-Go-Round Lodge Renovation, and the construction of a Camp Skymeadow multi-use complex.
- FY23-24 was a favorable investment marketplace.
 - As of February 2025, the value of that account was \$5.2 million.
 - Continues to fluctuate with the investment market.
- Thank you to our property committee members!

Highest Awards

- 2024 Gold Award class celebrated 41 new Gold Award Girl Scouts.
 - Since March 2024, 35 more Girl Scouts have achieved this award, and 64 projects are currently in the works.
- 2024 Silver Award class had 99 Girl Scouts focusing on 47 unique projects; currently, there are 49 ongoing projects.
- Silver and Gold Award Committees offer support through council-wide trainings, as well as FAQ and brainstorming sessions each month.
- The Silver Award training is now in gsLearn, and we will continually offer in-person workshops as requested.
- Thank you to our members of the Silver Award Committee and Gold Award Committee!

Girl Spotlights

- Katie Jankowski – 2025 Gold Award Girl Scout, Paws with a Cause with Rosey
- Theresa Lacesk – 2025 Gold Award Girl Scout, Unspoken Need
- Sophia Lang – 2024 D-Pass Award Girl Scout, Broadway Bound
- Scarlett Nagy – Medal of Honor Recipient, Brownie Girl Scout

Volunteer Spotlight

- Kelly Ubinger, Service Unit Manager of Service Unit 5104 North Allegheny East

Questions and Comments on the State of the Council Report

- Linda May, Service Unit 5502 – pertaining to camping property report.
 - Interested in Merry Go Round Lodge - When is this available? We will be there in February 2026 and would love to use it.
 - Merry Go Round is being finished during the second week of May and will be available starting this summer.
- Elizabeth Glowczewski, Service Unit 5502 – Please elaborate on the subsidy and how it is unsustainable.
 - Council subsidy – 2016 did a camp analysis to close camps and help reduce subsidy.
 - Prior to the pandemic, we were headed in the right direction with the subsidy, but once the pandemic hit, we haven't been able to regain and get the subsidy back down to the 50s.
 - Not receiving the usage they need to stay open.
- Avani Bhatt, Service Unit 2612 – Is it possible to have more booths like the type at the Home & Garden show at the convention center? Can we have booths for MagNut?
 - That is a great question, and we will pass this along to product program.
- Meg Oldman, Service Unit 4644 – pertains to strategic goals and reaching more girls. You mentioned increasing partnerships. We are in a rural area – how can we add more programming and events to rural areas?
 - Carrie looks at the entire council and looks at gaps in the council for programming.
 - Starting to plan better for next year to better serve all girls in our council.
- Heather Conrad, Service Unit 5502 - camp issue and trying to get more girls involved.
 - Feels like we lost girls to BSA (Scouting America) because of their focus on more traditional activities.
 - Can we advertise about Girl Scouting and what it all entails?
 - Need to get the message out to the community about what Girl Scouting does.
 - Girl Scout retail shop has a lot of branded stuff and pretty stuff, but BSA (Scouting America) retail shop has things you need for camping, etc.
 - Pat- changed our outdoor leadership, and Jess is working on getting more girls outdoors and using their local resources more - parks, etc.
- Darla Burkett, Service Unit 4638 - cookie program.
 - Daisy troop that is active, the other troop leader put the troop into cookie finder and within the last two days of cookie sales got almost \$28,000 worth of cookies sold, a troop of eight Daisies.
 - Just a reminder to use Cookie Finder to help your troops!
- Jaclyn Lockart, Service Unit 5104, cookie program and camp.
 - Cookie – can we make an earlier announcement of returns?
 - Camp reservations – can reserve 11 months out, but this is hard when the funds don't come in for the troops until later in the year, and new troop leaders may pay out of pocket.
 - Pat – need to be strategic on cookies. Last three years we were liable for 85% of the original cookie order – next year it is going to 90%.
- Thank you for all the questions and comments!

Election of Slates

- Victoria Kush, Chair of the Board Development Committee, will be presenting the slate.
- The Board Development Committee is responsible for recruiting and vetting potential members of the board, Girl Advisory Committee, Board Development Committee, and National Delegates.
- **Board of Directors**
 - Secretary
 - Coralyn Benhart - First Term, 2025-2028
 - Treasurer
 - Danielle Ramaley - First Term, 2025-2028
 - Members-at-Large, All First Term
 - Deanna Harman, 2025-2027
 - Julie Kresge, 2025-2028
 - Rachel Lenyk, 2025-2028
 - Donna Oberlander, 2025-2028
 - Lori Rankin, 2025-2028
- **Girl Advisory Committee**, both entering two-year term ending in 2027
 - Aashi Bhatt
 - Halle Myers
- **Board Development Committee**
 - Denise Cerilli Martz, 2025-2028
 - Randie Cosby, 2025-2028
 - Michelle Maccagnan, 2025-2028
 - Piper Treece Angert, 2025-2028
- **National Delegates**
 - All serving a three-year term from 2025-2028 and will attend the National Conference in Washington, D.C.
- **Adult Members**
 - Jeanette Benedito
 - Denise Cerilli Martz
 - Sharon Enslen
 - Amy Miehle
 - Megan Myers
 - Nicole Scott
 - Mary Lou Vargo
 - Board Chair
 - CEO
 - Janet Kovacs – alternate
 - Jaclyn Lockart – alternate
 - Claudia Reed – alternate
- **Girl Members**
 - Aashi Bhatt
 - Nadia Knestrick
 - Sophia Lang – alternate
- Motion to approve the slate by Heather Conrad, Service Unit 5502, Lauren McVicker, Service Unit 4605 seconded.

- No further discussion.
- Motion carried unanimously.
- Congratulations to all who were elected!
- Thank you to the Board Development Committee for all your hard work!
- Thank you so much to the outgoing board members, Girl Advisory Committee Member, and Board Development Committee Members!

Adult Award Presentation

- The Adult Award Review Committee reviews all of the recommendations for the volunteers, and the board approves the recommendations.

President's Award

- Morning Star Service Unit 2647: Sabra Richart, Lori Little, Deborah Malley, Jamie Marcotte, Tami Lenhard, Anne Stanton, Shannon Robertson, Kristen Clarke, Denise Schenck, Laura Obyc, Jackie Alabran, Jessica Repp, and Tabatha Mill
- Trefoil Day Camp: Kelly Bonomo, Angela Reda, Holly Swogger, Katelyn Connors, Kelsey Marsh, Alyssa Dukes, Sally Schlieper, Jordan Latchaw, Laura Anderson, Heidi Smith, Decwin Waite, Christine Preston, Jean Sankey, Jo Ann Messett, Katherine Shaffer, Karrie Johnson, and Muncie Canon
- Northern Cambria Service Unit 5915: Caroyln Ludwig, Jodi Nealen, Kim Laverick, Mandy Smith, Stephanie Sheesley, Kayla Knapik, Adelle McCombie, Carrie Lute, and Nicole Farabaugh

Appreciation Pin

- Christine Jordan – West Montour Service Unit 5606
- Sarah Shaffer – West Montour Service Unit 5606
- Megan Myers – West Montour Service Unit 5606
- Nicole Yaroscak – West Jefferson Hills Service Unit 5804
- Carrie Fascetti – West Jefferson Hills Service Unit 5804
- Kayla Gabbard – Wattsburg Service Unit 3605
- Andrea Shultz – NA East Service Unit 5104
- Tammy Fogle – Indiana Service Unit 4641
- Rita Schrekengost – Indiana Service Unit 4641
- Greg Hill – Indiana Service Unit 4641
- Alexandra Steenbergen – Indiana Service Unit 4641
- Maryjean Letham – Indiana Service Unit 4641
- Dianna Morris – Indiana Service Unit 4641
- Jenna Smith – Tingoocqua Service Unit 5207
- Jesse Kimmel-Freeman – Westmont Johnstown Service Unit 4651
- Lauren Lazzari – Westmont Johnstown Service Unit 4651
- Elizabeth Glowczewski – Pittsburgh East Service Unit 5502
- Elizabeth Farley – Tingoocqua Service Unit 5207
- Laura Anderson – Red Pines Service Unit 5915
- Misty Parshall – Red Pines Service Unit 5915
- Amber Matteo – Brentwood Service Unit 5802
- Donna Faraone – Corry Union City Service Unit 3607

- Elizabeth Hulings – Corry Union City Service Unit 3607
- Caroline Lascek – Upper St Clair Service Unit 5701

Honor Pin

- Kimberly McCullough – Indiana Service Unit 4641
- Amy Roth – Mon Valley Service Unit 5913

Thanks Badge I

- Darlene Brown – Indiana Service Unit 4641
- Mary Ann McSwigan – Brentwood Service Unit 5802

Thanks Badge II

- Janet Kovacs – Fairview Service Unit 3622
- Amy Miehl – Fairview Service Unit 3622

Thank you to the members of the Adult Award Committee!

If you are interested in joining one of our volunteer committees, Adult Awards, Silver Award, and Gold Award, please contact customercare@gswpa.org.

Other Business

- No other items were added to the agenda.
- No other business to discuss.

In Memoriam

Please have a moment of silence in memory of the Girl Scouts and supporters who passed away this year: Karen Facticeau, Carole Stumpf, Lorelai Diaz, Kriss Svidro, Debra Kitko, Elaine Effort, Savana Oler, and Mark Wright.

Closing Comments

- Thank you all for coming to this year's Annual Meeting!
- Next year's Annual Meeting will be held here again – Westmoreland County Community College on April 18, 2026.
- Since there is no longer approved business on the agenda, we are looking to see if there are any objections to adjourning.
- Please come to the mic if you have an objection.
- Seeing no objections, the meeting is now adjourned.

Adjourn Business Meeting

- Meeting has been adjourned.
- If you have signed up for a professional headshot, please see the photographer in the hall.
- Lunch is set up and ready.