

**GIRL SCOUTS OF CENTRAL TEXAS
BOARD OF DIRECTORS
MINUTES
November 17, 2017**

The meeting of the Board of Directors of the Girl Scouts of Central Texas was called to order at 10:15 AM on Friday, November 17, 2017 at Maggiano's at The Domain; Board Chair, Charmaine Smith-Winters presiding.

Quorum: Present

Introductions: Board/Staff self-introductions; Sheema Patel - new Board Member-at-Large; Campbell Lamm & Shannon Lamm (mother) – Girl Mission Moment.

BOARD ANNOUNCEMENTS:

- **Appointments:**
 - Sheema Patel, Finance Committee
 - Janet McNeal, Region 2 Chair
 - Karen McElhinney, Region 6 Chair
 - Strategic Planning Task Force: Lauren Peters, Nicole Schwartz Nett, Meredith Clarke, Earind Jackson

- **Resignations:**
 - Ann Soltau, Governance Committee
 - Cheryl Quartaro, Region 6 Chair

- **Board Highlights:** Leslie Midgley reported on the Austin Women of Distinction Reunion. She noted that the event featured past honorees spanning 2 decades and praised GSTCX' efforts to continue this relationship. Trish Coy reported on the National Council Session and noted that it was good to see what girls are accomplishing around the nation. Paul Pulley also attended the National Council Session and reported on the educational aspect of the session. Charmaine Smith-Winters reported that Samsung hosted the STEM Challenge at Camp Texlake and spoke about the challenges the girls accomplished. Nicole Schwartz Nett talked about the Juliette's Circle Holiday Party and highlighted Girl Scout Sarah Mercado and her accomplishments. Charmaine Smith-Winters thanked Dr. Karen Butler-Purry for connecting GSCTX to Texas A&M and their support in applying for the NSA GenCyber grant.

- **Board Mission Moment:** Campbell Lamm spoke about her experiences with the Press Corp Girls and the interesting opportunities the troop affords. She reported on two events that she had covered, *Invent It. Build It 2017* and *Super Saturday North Austin*. **Exhibits A & B**

ACTION:

- **Consent Agenda**
 - Board Minutes – September 22, 2017 **Exhibit C**
 - CBDC Report: New Board Member – Sheema Patel **Exhibit D**
 - Gift Acceptance Policies – changes **Exhibit E**
 - Privacy Policy – changes **Exhibit F**
 - Board Committee: PR Task Force **Exhibit G**

By a **motion** made by Paul Pulley and **seconded** by Lisa Reifsnider, the consent agenda was approved unanimously.

BOARD TOPICS/DISCUSSION:

- **G.I.R.L. Champion Sponsorships**

Erika Holland, Chief Development Officer, reflected on her first 3 months with GSCTX and spoke about future fundraising and key strategies. Long-range plans include expanded volunteer leadership and new G.I.R.L. Champion Sponsors. **Exhibit H**

- **G.I.R.L. Agenda**

Lolis Garcia Baab reported on the effort to standardize the Girl Scout brand across the nation. The first nationwide campaign was National S'mores Day in Aug 2017. Lolis spotlighted other efforts including raising awareness about the Gold Award, the GSUSA G.I.R.L. Agenda, the LinkedIn effort, and handling sensitive issues. **Exhibit I**

- **GSUSA National Council Session Summary**

National Council Delegate team lead, Suzanne Copeland, reported on her experiences at the recent National Council Session in Columbus, OH. She gave high marks to both GSUSA and GSCTX for pre-convention preparation on the three proposals voted on during the conference and girl discussion topic. Lynelle McKay added information about the new Planned Giving Challenge launched at the convention. **Exhibit J**

- **Financial Statement Review**

Jerry Spataro presented an update on Finance Committee activity and September 2017 financial highlights. Jerry also reported that the Finance Committee approved the Investment Subcommittee's selection of South Texas Money Management to handle GSCTX's investments. **Exhibits N-V**

- **GSUSA Board Chair/CEO Retreat Summary**

Lynelle McKay reported on the GSUSA Board Chair/CEO Retreat. Items discussed included Strategic Planning, funding and network alignment, 2018 priorities, and GSUSA goals. The STEM pledge, a multi-year initiative to put 2.5M girls into the STEM pipeline by 2025, was announced at the retreat. **Exhibit K**

- **CEO Year-end Report & 2016/17 Dashboard**

Lynelle presented highlights from the 2016/17 Year-End CEO Report. Items included council financial stability, cookie revenue up 18% for a \$5.5M net, and our goal to continue increasing the cookie margin to troops.

Lynelle spoke about the Boy Scouts of America decision to allow girls to become members. She noted that our council response has remained positive, while acknowledging that the change does appeal to some parents and that we may see some losses due to this.

Exhibits L & M

- **Camp Kachina Land Sale Update**

Lynelle McKay presented the Camp Kachina Land Sale Update, noting that that lot sales are proceeding, but are slower than expected. Construction is progressing.

- **Standing Committee Updates**

Governance Committee: Chair Whitney Hamnett-Pirkle gave feedback on her first committee meeting, with a major focus on the firearms policy update. The next meeting will be November 30, 2017.

Resource Development Committee: Erika Holland reported that the next meeting will be held in January 2018.

Strategic Plan Task Force: Lynelle McKay reported that the Strategic Plan Task Force had just completed their first meeting. They will hold 2-3 meetings to review the plan and formulate their Year-3 update, which will be presented at the board meeting on February 3, 2018.

- **Business Log**

The Business Log was reviewed by Charmaine. **Exhibit W**

New Action Items Recorded:

- Erika Holland will send planned giving information to the Board.
- GSCTX security policy – upon a question from John Craddock, Lynelle indicated that an active shooter policy exists. John will share pertinent information from the meeting he will be attending.
- Board – update personal LinkedIn profiles.

- **Upcoming Council Events and Closing Remarks**

Charmaine reviewed the GSCTX Council Events calendar, highlighting 2018 Board Meetings and attendance at the 2018 Annual Meeting. **Exhibit X**

- **Closing Remarks**

Charmaine reflected over the past year and thanked board members for their service, also acknowledging the GSCTX staff.

- **Meeting Adjournment**

Being no further business, the meeting was adjourned at 12:10 pm.



Charmaine Smith-Winters

Corporate President/Board Chair



Lisa Reifsnider

Board Secretary

PRESENT

Charmaine Smith-Winters, President/Vice Chair
Trish Coy, President-Elect/Vice Chair
Lisa Reifsnider, Secretary
Paul Pulley, Treasurer
Shelley Clifford Brophy, Member-at-Large
Suzanne Copeland, Member-at-Large
John Craddock, Member-at-Large
Whitney Hamnett-Pirkle, Member-at-Large
Pauline Lewis, Member-at-Large
Leslie Midgley, Member-at-Large
Hema Mullur, Member-at-Large
Nicole Schwartz Nett, Member-at-Large
Sheema Patel, Member-at-Large
Tamaria Kai Perry, Member-at-Large
Lauren Peters, Member-at-Large
Kathy Rapp, Member-at-Large
Cynthea Rhodes-Patterson, Member-at-Large
Dr. Mischca Scales, Member-at-Large
Lynelle McKay, Chief Executive Officer

EXCUSED ABSENCES

Dr. Colette Pierce Burnette, Member-at-Large
Dr. Karen Butler Purry, Member-at-Large
Ellen Fleming, Member-at-Large
Suzi Marshall, Member-at-Large
Alison Meador, Member-at-Large
Rina Patel, Member-at-Large
Mary Kennedy Thompson, Member-at-Large

UNEXCUSED ABSENCES

Laura Hernandez, Member-at-Large

VISITORS

Jerry Spataro, Chief Financial Officer
Pamela Carroll, Human Resources Director
Lolis Garcia Baab, Chief Marketing & Comm. Officer
Erika Holland, Chief Development Officer
Celia Tellez, Chief of Programs & Comm. Engagement
Campbell Lamm, Press Corp Girls
Shannon Lamm (Mother)
Dolly Shubert, Executive Administrative Assistant