

**GIRL SCOUTS OF CENTRAL TEXAS  
BOARD OF DIRECTORS  
MINUTES  
September 28, 2018**

The meeting of the Board of Directors of the Girl Scouts of Central Texas was called to order at 10:15 AM on Friday, September 28, 2018 at Camp Kachina; Board Chair, Patricia (Trish) Ferguson Coy presiding.

**Quorum:** Present

**BOARD ANNOUNCEMENTS:**

- **Girl Mission Moment:** Kasee Parker, spoke about her invasive ornamental plant species Gold Award project. She talked about the harm that the planting of non-native species on military bases can cause. Kasee also spoke about being diagnosed with Autism at age 16 and how joining Girl Scouts as a sophomore in high school helped her to deal with this struggle. **Exhibit A**
  
- **Brand Messaging:** Trish Coy spoke about the importance of board members communicating the Girl Scout message. Girl Scouts has always been, and will always be, about girls and preparing them for the future. Girl Scouts is facing significant challenges, and it is important for board members to act as ambassadors. Trish suggested the Girl Scout Research Institute as an important source of data and information.
  
- **Resignations:**
  - Tamari Kai Perry, Board Member-at-Large
  - Lolis Garcia- Baab, GSCTX Chief of Marketing & Communications
  
- **Appointments:**
  - Regional Chairs:
    - Mary Frentz, Area 1
    - Audrey Arechiga-Kajs, Area 2
    - Patricia Hayes Workman, Area 8
  
- **Conflict of Interest Forms (2018-2019):** All board members are required to fill out this annual form (to be sent to board members electronically).
  
- **Board Mission Moment (Highlights):**

Nicole Schwartz Nett reported about the STEM Camp at IBM. Suzanne Copeland spoke about how much her granddaughters enjoyed attending Girl Scout events. Trish Coy talked about the 1,000+ Cookie Ceremony and the confidence that the annual cookie program gives girls. Lisa Reifsnider noted that the Gold Award Ceremony was a great experience, and Leslie Midgley referenced the confidence that these girls get from selling 1,000+ cookies. Charmaine talked about her brother's ceremony in Alabama and the impact it had on a Girl Scout Troop at the same event.

**BOARD TOPICS/DISCUSSION (Part I):**

- **Financial Statement Review**

Jerry Spataro presented an update on Finance Committee activity and April – August 2018 financial highlights. **Exhibits I – EE**

**ACTION**

- **Operating and Capital Budgets (2018/19)**

On behalf of the Finance Committee, Jerry presented the 2018/19 Operating and Capital Budgets. **Exhibits G & H**

The 2018/19 Operating and Capital Budgets were approved unanimously, as presented by the Finance Committee.

- **Consent Agenda**

- Board Minutes – May 12, 2018 **Exhibit B**
- Board e-Vote: Approval of new CEO – June 7, 2018 **Exhibit C**
- Executive Committee e-Vote: GSUSA CEO Book Launch – September 12, 2018 **Exhibit D**
- GSCTX Handbook of Personnel Policies – changes (9.2018) **Exhibit E**

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

- **Delegation of Authority Policy - Update**

The updated Delegation of Authority Policy was approved unanimously, as presented by the Finance Committee. **Exhibit F**

**BOARD TOPICS/DISCUSSION (Part II):**

- **CEO Report & Dashboard**

CEO Paula Bookidis reported that GSCTX has met or exceeded it's 2017-2018 goals, citing examples i.e. the Kachina Land Development and meeting the budget. Council Cohesion continues to be an important goal, noting a successful year supporting our volunteers. The Forms Committee has completed its work and VEC was hugely successful, as supported by follow-up surveys.

The annual Employee Engagement Survey in July garnered a 76% response; council turnover is a little high and something we are continuing to work on. We are currently only 11 girls away from meeting our recruitment goal, and one significant focus this year is on diversity and inclusion. Our STEM programs continue to be nationally recognized, with the Samsung STEM challenge filling up within an hour!

Online training has greatly improved, and 6,500 girls enjoyed camp this year – up from 6,100 last year. Community Engagement continues to be an important goal, and we are continuing to implement GSUSA technology to better serve our constituents. Paula concluded by reviewing the dashboard report. **Exhibits FF & GG**

- **Operational Priorities**

Paula Bookidis presented the CEO Operational Priorities report. She reviewed her first 100 days and her goals for the next 80 days. She spotlighted priorities in the areas of Gold Girls, Volunteer Recruitment and Support, Fundraising, Community Troops and Latina Engagement.

Paula noted that you can experience Girl Scouts in a lot of different ways, and that troop leader and volunteer support are critical to the effort. **Exhibit HH**

- **Voice of the Customer Survey Results**

Meredith Clarke, Director of Member and Data Operations, presented the Voice of the Customer (VOC) survey, noting a 20% increase in responses this year. She reported that overall, GSCTX results did not differ significantly from the national results. She noted that customer satisfaction is up overall, and that our intent to stay percentage is slightly higher than the national average. It was noted that frustrations between troop leaders and parents is a leading reason for leaving. Programs continue to be important, and girls' responses tend to mirror their parents. While 3 out of 4 are satisfied, less than half would recommend Girl Scouts to others. Only 4 in 10 would recommend being troop leaders, and half feel they aren't getting the support they need. **Exhibit JJ**

- **Kachina Land Development - Update**

Jerry Spataro reviewed the proposed new shower house at Camp Kachina. **Exhibit KK**

- **Master Property Plan Phase 5 - Update**

Jerry Spataro presented the Master Property Plan Phase 5 report and answered questions from the board. **Exhibit II**

- **Marketplace Competition – Update**

Paula Bookidis gave the Marketplace Competition update, noting that councils have reported spending \$3.2 million (collectively) in marketing. Wells Fargo has given \$20K to be used toward marketing. Board members were encouraged to send anecdotal information to the council, and to help obtain meetings with area ISD's. A list of targeted school districts was reviewed and a letter from the Houston BSA COO was shared. **Exhibit LL**

- **Standing Committee Updates**

Council Board Development Committee: Chair Pauline Lewis noted that there would be additional discussion about board development over lunch during today's retreat.

Strategic Planning Task Force: Chair Ellen Fleming asked for volunteers to help on this year's Strategic Planning review committee.

Resource Development Committee: Newly appointed Chair, Leslie Midgley, noted that Lisa Ivie Miller will be the primary 'chair' for RDC. The GSCTX fundraising goal will be exceeded by 18% this year. Leslie reviewed the Board Commitment Agreement and reminded board members of their \$5K/year financial support commitment. She also reminded board members about upcoming Juliette's Circle fundraising events.

- **2018 UT McCombs Board Fellows**

2018 UT McComb Board Fellows, Jackie Margol Lewis and Vickie Tung, were introduced and spoke about their 2018 project to increase the utility of GSCTX camps and camp resources. They presented a project overview, noting that they had decided to focus on grades 4-8 in private/charter schools with a focus on teachers and administrative personnel. The report concluded by outlining next steps. **Exhibit MM**

- **Business Log**

The Business Log was reviewed by Trish. Two of the current actions are ongoing. **Exhibit NN**

New Action Items Recorded:

- Send Kasee Parker's blog and website links to the board.
- Send Girl Scout Research Institute link to the board.
- Send 2018-2019 Conflict of Interest forms to the board.
- Send Troop Leader Tip page on GSUSA website link to the board.

- **Upcoming Council Events and Closing Remarks**

Trish reviewed the GSCTX Council Events calendar, spotlighting the October 23 JC Reception at Kendra Scott, hosted by Rina vonFrisch, the Texas Book Festival, October 27, which will include a private Girl Scout event featuring GSUSA CEO Sylvia Acevedo, a November 17 Alumni Recruitment event hosted by Charmaine Smith-Winters, and a JC holiday Style Event on December 6 hosted Lisa Sikora. **Exhibit OO**

- **Meeting Adjournment**

Being no further business, the meeting was adjourned at 12:20 pm.



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**Trish Ferguson Coy**

Corporate President/Board Chair



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**Lisa Reifsnider**

Board Secretary

**PRESENT**

Trish Ferguson Coy, Corp. President/Board Chair  
Lisa Reifsnider, Secretary  
Lauren Peters, Treasurer  
Amanda Adams, Member-at-Large  
Suzanne Copeland, Member-at-Large  
Ellen Fleming, Member-at-Large  
Pauline Lewis, Member-at-Large  
Leslie Midgley, Member-at-Large  
Hema Mullur, Member-at-Large  
Nicole Schwartz Nett, Member-at-Large  
Paul Pulley, Member-at-Large  
Mischca Scales, Member-at-Large  
Charmaine Smith-Winters, Member-at-Large  
Paula Bookidis, Chief Executive Officer

**EXCUSED ABSENCES**

Shelley Clifford Brophy, Member-at-Large  
Dr. Colette Pierce Burnette, Member-at-Large  
Dr. Karen Butler Purry, Member-at-Large  
John Craddock, Member-at-Large  
Whitney Hamnett-Pirkle, Member-at-Large  
Suzi Marshall, Member-at-Large  
Sheema Patel, Member-at-Large  
Kathy Rapp, Member-at-Large  
Sandra Trainor, Member-at-Large  
Rina vonFrisch, President-Elect/Vice Chair

**UNEXCUSED ABSENCES**

Cynthea Rhodes-Patterson, Member-at-Large

**VISITORS**

Jerry Spataro, Chief Financial Officer  
Erika Holland, Chief Development Officer  
Meredith Clarke, Dir., Member and Data Operations  
Pamela Carroll, Human Resources Director  
Alicia Gust, Sr. Camp Services Manager  
Dolly Shubert, Executive Administrative Assistant  
Kasee Parker, Gold Girl  
Jackie Margol Lewis, 2018 UT McCombs Board Fellow  
Vickie Tung, 2018 UT McCombs Board Fellow