

**GIRL SCOUTS OF CENTRAL TEXAS
BOARD OF DIRECTORS
MINUTES
November 9, 2018**

The meeting of the Board of Directors of the Girl Scouts of Central Texas was called to order at 10:10 AM on Friday, November 9, 2018 at Maggiano's at The Domain, Patricia (Trish) Ferguson presiding.

Quorum: Present

BOARD ANNOUNCEMENTS:

- **Girl Mission Moment:** Sarah Mercado spoke about her Girl Scout journey, including her participation on the Girl Advisory Board (GAB), being elected as a National Council Delegate and receiving the 2018 National Gold Girl Award, one of only ten girls nationwide to be given this prestigious award. Her Gold Award project - teaching girls in rural Bolivia to make washable sanitary pads - will enable females to stay in school and continue their education. **Exhibit A**

- **Resignations:**
 - Pamela Carroll, GSCTX Director of Human Resources.

- **Board Mission Moment (Highlights):** Trish recounted the trip that she and Paula Bookidis took to NYC for the National Gold Awards Celebration. Trish also spotlighted two recent events held in October: the Samsung STEM Challenge and the Kendra Scott JC Event and thanked Charmaine Smith-Winters and Rina vonFrisch for their support of these events.

BOARD TOPICS/DISCUSSION (part I):

- **Marketplace Competition & Advertising Campaign**

Trish and Paula gave the Marketplace Competition update, with Trish spotlighting the brand protection lawsuit filed by GSUSA on November 8, 2018. She noted that only GSUSA had taken action (not GSCTX), and that the issues centered around Boy Scouts' use of conflicting terminology. She reminded board members of the importance of being prepared to answer questions and to actively work to raise Girl Scouts awareness in the community. **Exhibit L**

BOARD ACTIONS:

- **Consent Agenda**
 - Board Minutes – September 28, 2018 **Exhibit B**
 - Financial Statements – September 2018 **Exhibits C-G**

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

BOARD TOPICS/DISCUSSION (part II):

- **CEO Report & Dashboard**

Paula Bookidis reported that additional lots had closed at Kachina Land Development; the development firm has paid off the initial construction loan.

Chief Development Officer, Erika Holland, is meeting with board members re: give/get (currently at 50% of goal). Fundraising, overall, is above goal and staff giving is 100%. Customer Care continues to outshine the national average. Employee turnover is currently at 30%, and we are actively working to reduce this number. Membership girl numbers are only one short of goal and camp attendance exceeded its goal this year.

Properties: San Angelo Service Center is expected to be completed by the end of the year. Rockdale Scout House sale is currently pending. Design and engineering is complete for the new Camp Kachina shower house; next step is to obtain construction bids. **Exhibits H & I**

GSCTX Goals & Objectives: increase girl membership by 1.5% (already up from last year); adult membership goal is to maintain (no increase) for FY19.

Improve customer satisfaction (Net Promoter Score) – will measure again in April 2019. Other goals: Community Troops to grow at same rate as general girl population; Council Cohesion to remain a priority; Strategic Planning Task Force to begin its annual review; Resource Development goal is to raise over \$1.6M in FY19, including 5 major gifts.

- **GSUSA Annual Review Dashboard**

Paula Bookidis presented the GSUSA Dashboard Report, which compares GSCTX with other councils throughout the US. The council health summary was reviewed, as were goals. Paula presented data measuring whether GSCTX has a successful model that drives positive impact for girls, and reviewed national stats re: new families, board engagement and whether GSCTX's membership represents the communities it serves. **Exhibit J**

- **GSCTX Program Participation Dashboard**

Celia Tellez presented the Program Participation Dashboard, which reflects how engaged the girls are, participation, activity, promoting badge opportunities and new badge programs. Other metrics measured are enrichment, types of programs, fair comparison, number of engagements, and time commitments for different programs. Data i.e. badge and patch sales are an indicator of engagement. STEM programs were also discussed, and a question was raised about the feasibility of merging STEM and Entrepreneur programs. **Exhibit K**

- **Standing Committee Updates**

Strategic Planning Task Force: Chair Ellen Fleming reported that board members Nicole Schwartz Nett, Lauren Peters and Rina vonFrisch will participate in this year's Strategic Plan review. Additional board volunteers are welcomed.

Resource Development Committee: Chair Leslie Midgley talked about board engagement in raising/giving. Erika Holland has given each board member their giving scorecard and will continue to reach out to board members individually. Erika spoke about upcoming events and the need to focus on entrepreneurship and enrichment. FY19 has started well, and large gifts from Charmaine Smith-Winters (Samsung STEM Challenge) and Trish (from a community donor) were noted.

- **2018 UT McCombs Board Fellows**

2018 UT McComb Board Fellow, Vickie Tung, reported on the purpose of this year's project, the timeline, 5-year cost benefit analysis, competitive landscape, the financial model and focus on grades 4-8. Break-even would be at 2nd year. **Exhibit M**

- **Business Log**

The Business Log was reviewed by Trish. Finding larger space for the Lady Cans remains the only ongoing item. There has been no response to asks, thus far. **Exhibit N**

- **Upcoming Council Events and Closing Remarks**

Trish reviewed the GSCTX Council Events calendar, spotlighting the Alumni Event hosted by Charmaine Smith-Winters on November 17 and the Lisa Sikora Holiday Event on December 6. **Exhibit O**

- **Meeting Adjournment**

Being no further business, the meeting was adjourned at 12:05 pm.



Trish Ferguson

Corporate President/Board Chair

PRESENT

Trish Ferguson, 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

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

Paul Pulley, Member-at-Large

Kathy Rapp, Member-at-Large

Charmaine Smith-Winters, Member-at-Large

Paula Bookidis, Chief Executive Officer



Lisa Reifsnider

Board Secretary

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

Suzi Marshall, Member-at-Large

Sheema Patel, Member-at-Large

Mischca Scales, 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

Celia Tellez, Chief, Programs & Comm. Engagement

Erika Holland, Chief Development Officer

Meredith Clarke, Dir., Member and Data Operations

Dolly Shubert, Executive Administrative Assistant

Sarah Mercado, National Gold Girl

Vickie Tung, 2018 UT McCombs Board Fellow