

**GIRL SCOUTS OF CENTRAL TEXAS
BOARD OF DIRECTORS
MINUTES
February 23, 2019**

The meeting of the Board of Directors of the Girl Scouts of Central Texas was called to order at 11:39 AM on Saturday, February 23, 2019 Kodosky Service Center, Patricia (Trish) Ferguson presiding.

Quorum: Present

Introductions: Cathy Craddock, Sheema Patel, and Kursten Mitchell were introduced.

BOARD ANNOUNCEMENTS:

- **Girl Mission Moment:** Trish Ferguson introduced Bronwyn “Aloe” Taff, who spoke following the new GSCTX camps video. Bronwyn, a lifelong Girl Scout, never considered herself an outdoors person. However, her experience at Girl Scout camp has expanded her self-confidence, taught her leadership skills - which translated to her personal life – and she learned that she really liked helping girls. This summer Bronwyn is looking forward to working part-time at Camp Kachina.
- **Board Service Ending:**
 - John Craddock, Whitney Hamnett-Pirkle, Cynthea Rhodes-Patterson, and Mischca Scales are all leaving the board at the end of their terms. In honor of John’s longtime service, his insight and input on the master property plan, and his unique perspective, the dock at Texlake is being named “Craddock Cove.” A dedication will be held this summer.
- **Appointments:** Michele Glaze, RD Committee
- **Staff Title Changes:** Kursten Mitchell (Chief Marketing Officer), Meredith Clarke (Chief Operating Officer), Earind Carter (Senior Director of Strategy & Integration), Dolly Shubert (Governance Manager & Executive Assistant to the CEO).
- **Board Mission Moment (Highlights):** Lisa Reifsnider talked about her interaction with two Brownies selling cookies to whom she gave a Secret Shopper coupon. Trish spoke about girls coming to her office on Valentine’s Day to sell cookies.

BOARD ACTIONS:

- **Consent Agenda**
 - Board Minutes – November 9, 2018 **Exhibit A**

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

- **Financial Statements** – October-December 2018 **Exhibits B-J**

Jerry Spataro reviewed the various financial reports, noting the variance due to grant timing issues for Samsung and the Justice Dept GSBB. Jerry gave an update on the Kachina Shower house construction, explained the Program revenue decline due to the flooding at Texlake, and the increase in this year’s Cookies & Fall Sales. Shop sales down.

Jerry also reported on the three Camp Kachina accounts being established, as approved by the board in May 2018.

By a **motion** made by Pauline Lewis and **seconded** by Lisa Reifsnider, the Financial Statements were accepted unanimously.

- **2017/18 Audit Review** – Alex Mahan, Audit Manager from Maxwell Locke & Ritter, LLP reported on the 2017/18 audit. It was a ‘clean audit opinion,’ with no material audit adjustments. Alex reviewed the new standards for 2019, noting that they will begin the review for 2018/19 in August.

By a **motion** made by Finance Committee and **seconded** by Suzanne Copeland, the 2017/18 Audit was accepted unanimously.

- **Strategic Plan Update** – Chair Ellen Fleming presented the Strategic Plan Status Update. She offered that the strategic plan would be better-considered in the September timeframe. Access to relevant information would result from a better alignment with GSUSA. She reviewed the recommended timeline for 2019 and presented the Girl Scouts Voices Count survey results for 2018. Finally, she reviewed the 2018/19 Operational Priorities. A Strategic Plan workshop with board members, facilitated by Jessica Weaver (JW Consulting), is being planned. **Exhibit K**

By a **motion** made by the Strategic Planning Committee and **seconded** by Amanda Adams, the Strategic Plan was accepted unanimously.

- **CBDC Nominations for 2019 Slate** – CBDC Chair, Pauline Lewis, reviewed the proposed 2019 CBDC Slate. The slate will go out to the Board for vote prior to the Official Annual Meeting Notice. The Board was asked to send suggestions for proposed board members to Pauline. Trish reviewed categories of board members that are needed.

BOARD TOPICS/DISCUSSION

- **CEO Report & Dashboard**

Paula Bookidis reported that Dashboard will be reviewed quarterly going forward. Revenue and expenses are on track, and cookie revenue is likely to increase by 7% this year. She reported that overall membership is up slightly from last year, however new girl membership is slightly below goal YTD. Media stories are strong, and Girl Scouts are striving to be competitive with BSA. Currently, staff turnover is 6% and recruitment is a top priority. A compensation survey will be done to explore how we can remain competitive. Finally, we are evaluating 45-acre land gift from Linda Pelton & Family. **Exhibit L**

- **Master Property Plan**

Jerry Spataro presented the MPP report. Kachina is moving forward with construction of the new shower house at Camp Kachina. Camp Texlake is still cleaning up after the floods last fall. In San Angelo, a water catchment system being required by the city. Bryan Scout House

renovations are almost completed, and Llano is off the foundation due to floods pending insurance payment (not FEMA). Marble Falls Scout House has been repaired and re-opened. The Rockdale property in the process of being sold. **Exhibit M**

- **UT McCombs Board Fellows (2019)**

Due to time constraints, the UT McCombs Board Fellows video will be sent to Board for review. **Exhibit N**

- **Legislative Day at Capitol** – Kursten reported that Paula, members of the Leadership Team and Board members will visit with State Representatives on March 14. Girls will not attend the legislative event this year. The goal will be to establish relationships with our legislators.

- **Standing Committee Updates**

Governance Committee: It was reported that Paul Pulley will be the new Governance Chair.

Public Relations Task Force: Amanda reported that since the MarComm position has been filled they have been working with Kursten Mitchell to identify opportunities and streamline practices before the committee is re-activated.

Resource Development Committee: Chair Leslie Midgley spoke about the fundraising goal of \$1.8M and anticipated incoming grants. The current focus is on UT STEM Day, which has been underwritten by the Reifsniders. Leslie reported that there is a \$45K gap for Gamma Sigma, and that STEM Mobile Vans cost @ \$80K for staff and supplies. GSCTX would like to acquire 4-6 STEM mobile vans, and Board members were asked to inform the council if they know of any prospective donors. Chief Development Officer, Erika Holland, spoke about the Women of Distinction raffle and asked for Board members who would like to sell raffle tickets. Trish reminded board members that she had requested they each contribute \$100 to the main raffle prize.

- **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**

- Send GSUSA Video to Board
- Send link to UT Mc McCombs Board Fellows video to board
- Remove Lady Cans space request from business log
- Erika Holland to send link for Women of Distinction raffle items
- Doodle Poll will be sent to select dates for Strategic Planning Workshop

- **Upcoming Council Events and Closing Remarks**

Trish reviewed the GSCTX Council Events Calendar, spotlighting the Board Meeting/Annual Meeting on April 27, Women of Distinction events in San Angelo (March 7) and Austin (May 3), and the 100+ Cookie Ceremony (May 11). **Exhibit O**

- **Meeting Adjournment**

Being no further business, the meeting was adjourned at 1:37 pm.



Trish Ferguson

Corporate President/Board Chair

PRESENT

Trish Ferguson, Corp. President/Board Chair

Rina vonFrisch, President-Elect/Vice Chair

Lisa Reifsnider, Secretary

Amanda Adams, Member-at-Large

Shelley Clifford Brophy, Member-at-Large

Dr. Karen Butler Purry, Member-at-Large

Suzanne Copeland, Member-at-Large

John Craddock, Member-at-Large

Ellen Fleming, Member-at-Large

Pauline Lewis, Member-at-Large

Suzi Marshall, Member-at-Large

Leslie Midgley, Member-at-Large

Hema Mullur, Member-at-Large

Nicole Schwartz Nett, Member-at-Large

Sheema Patel, Member-at-Large

Paul Pulley, Member-at-Large

Kathy Rapp, Member-at-Large

Mischca Scales, Member-at-Large

Sandra Trainor, Member-at-Large

Paula Bookidis, Chief Executive Officer



Lisa Reifsnider

Board Secretary

EXCUSED ABSENCES

Dr. Colette Pierce Burnette, Member-at-Large

Whitney Hamnett-Pirkle, Member-at-Large

Lauren Peters, Treasurer

Charmaine Smith-Winters, Member-at-Large

UNEXCUSED ABSENCES

Cynthia Rhodes-Patterson, Member-at-Large

VISITORS

Jerry Spataro, Chief Financial Officer

Meredith Clarke, Chief Operating Officer

Celia Tellez, Chief, Programs & Comm. Engagement

Erika Holland, Chief Development Officer

Kursten Mitchell, Chief, Marketing & Communications

Earind Carter, Sr. Director, Strategy & Integration

Dolly Shubert, Executive Administrative Assistant

Alex Mahan, Maxwell Locke & Ritter, LLP

Cathy Craddock - Guest

Bronwyn Taff – Girl Mission Moment