



Board of Directors Regular Meeting

September 21, 2023

Social and supper 4:30 p.m.
Meeting 5:00-7:00 p.m.

Sacramento Regional Program Center
6601 Elvas Avenue, Sacramento, CA
Meeting notification and packet emailed 9/11/2023

ATTENDANCE:

Voting Members Present: Bernadette Austin, Angie Balderas, Lisa Cardoza – Secretary, Patty Estopinal – Treasurer, Robin Kren, LeShelle May (R), Kim Mayes – Chair, Lisa Mazza (R), Lynne Meredith, Jenni Murphy, Mira Shomar, Margo Souza (R)

Members Excused: Cathie Conner, Janet Nunez-Pineda, Shannon Cooper, Fran Halbakken – Vice Chair, Alana Mathews, Emma Pham-Tran, Alejandra Quezada, Kate Reid – Vice Chair

Staff: Morgan Bauer – Chief of Staff, Marcella Cooper – COO, Linda Farley – CEO, Leslie S Parker – Executive Administrator, Susan Willson – CDMO.

Guests: Juliette Lopez – Girl Scout, Christina Lopez – Juliette’s mom

Quorum needed: 10

Quorum established: 10

Meeting quorum max count: 12

CALL TO ORDER

Board Chair Kim Mayes opened the meeting at 5:02 p.m. with 9 Board members, four staff, and two guests in attendance.

MEETING ORGANIZATION

Kim reminded everyone that arrivals and departures would be recorded in the minutes to maintain a quorum during the Board meeting. She asked if any members had an objection to recording the meeting to facilitate the minutes or if there was a conflict of interest with anything on the agenda. No objections were noted.



GIRL MOMENT

COO Marcella Cooper introduced Gold Award Girl Scout Juliette Lopez to share her Girl Scout story. Juliette shared photos of her Girl Scout journey at Fleming Lodge with her troop sisters, her Gold Award project Jules' Journals, and her time as GSHCC intern in the Marketing Department this last summer.

She answered several questions from the Board members including the big advantages she received by being a Girl Scout: developing her public speaking skills, discovering she could lead, and how to take the initiative when needed. One of the challenges she faced was that her Gold Award project was during the pandemic and she needed to alter the premise and distribution of her project. During her time as the Marketing Intern at GSHCC she worked on Facebook, Instagram, and other social media platforms. She established the new platform presence called "Threads" for GSHCC as well.

[Jenni Murphy arrived at 5:10 p.m. - quorum established]

Kim thanked Juliette and her mom, Christine, for coming to present to the Board and they were excused.

CONSENT AGENDA

The consent agenda, consisting of the Board minutes of June 15, 2023, was presented. The consent agenda was accepted and approved as presented.

ENSURING NECESSARY RESOURCES

Due to a member stepping out, and therefore a lack of a quorum, Fund Development was moved up on the agenda.

Fund Development

Susan Willson highlighted the current state of sponsorships and ticket sales for **Gather and Give for Girl Scouts**. Total raised to date is \$106,500. She reminded the Board members that 200 would be a sell-out crowd and currently there are 150 tickets reserved and purchased. Susan briefly recapped the evening's timeline and agenda for the program and where the support of the Board is still needed. Susan thanked LeShelle and the Board members on the Planning Committee for their continued support to make this a fabulous event.



Susan continued her Fund Development report with the news that Board Giving is at 80%, almost at the 100% goal. She is working with individual members to attain that goal.

A quorum was re-established.

Financials

Treasurer Patty Estopinal moved to accept the July 2023 Financial Report. Jenni Murphy seconded the motion.

Discussion: Patty commented that the year's position continues to be strong with net income higher than anticipated. Revenue for cookies, fall product, and retail are all higher than anticipated, though program revenue is down slightly. As usual, expenses are down mainly due to open staff positions.

Motion passed unanimously.

FY23-24 Annual Budget

Treasurer Patty Estopinal moved to accept the FY23-24 Annual Budget. Lynne Meredith seconded the motion.

Discussion: Patty commented that for the upcoming year the focus is on increasing staffing and recruitment efforts to rebuild membership following the pandemic.

Motion passed unanimously.

FY21-22 Form 990

Treasurer Patty Estopinal moved to accept the FY21-22 Form 990. Lisa Cardoza seconded the motion.

Discussion: Patty had no remarks but answered a question about the \$600,000 mentioned as funds raised on the form. This was the Employee Retention Tax Credit refund received that year, as a result of the pandemic.

Motion passed unanimously.

Miscellaneous

Kim mentioned that Lynne Meredith has offered her home for a holiday social for the Board on November 30 or December 7. She asked everyone to think about which date(s) they are available.

[Lisa Cardoza departed from the meeting at 5:40pm]

SETTING STRATEGIC DIRECTION

CEO Report

Linda thanked the Board members for passing the budget. Some GS CEO's are not as fortunate.

Then she announced that the Chief Human Resources and Organizational Development Officer position had been filled and will start in a few weeks.

Linda reviewed the FY24 Operational Plan/Strategic Plan with high-level girl membership target numbers, the context of the plan: building the future with K-3 girls and listening to feedback; and showed an overview of the Four Core Goals:

- 1) Build K-3 Troops
- 2) Support Service Unit Operations and Influence Troop Leader Retention
- 3) Grow and Strengthen the Community Troop Program
- 4) Engage Girls in the Girl Scout Leadership Experience and Influence Girl Retention

[Lisa Cardoza rejoined the meeting virtually at 5:48pm]

Linda also listed the Foundational Goals:

- 1) Cultivate and provide cultural competency, inclusion, and belonging.
- 2) Develop staff, increase employee engagement and achieve operational efficiency.
- 3) Ensure financial sustainability and growth.
- 4) Build engagement with, and awareness of, the Girl Scout Movement.

She briefly touched on how the initiatives, tactics, and metrics were composed, will be measured, and that each one has a staff name next to it for accountability. She explained how all departments and the Board show up in the various goals. She stressed that visibility, networking, and relationships are integral to the success of the entire plan.

Board Chair Report

Kim thanked Linda and her team the continuing work on the plan.

Kim and Linda led a discussion regarding the \$3,500 Board Gold Award Scholarship, which was originally established for a Gold Award Girl Scout whose project focused on Social Justice. Due to a lack of projects specific to the topic, Mental Health was added last year. Some Board members were not aware of this scholarship. The Board members contribute to it but don't necessarily fully fund the scholarship. It is awarded regardless, paid by GSHCC. The questions were asked: Do you [the Board] want it to be just a general Board scholarship? Do you want it to have a particular focus? Do you want to change the focus?

Kim stated that funding was only one piece of the process and asked if the Board could help in the selection process. A suggestion was made that a task force from the Board could assist in reviewing the projects and applications and making the selection. Another suggestion was that the scholarship should be publicized to girls before they choose their project.

A consensus was reached to continue the scholarship as it stands now on Social Justice/Mental Health.

[LeShelle May left the meeting at 5:59pm]

Board Retreat – 3/16/24

Kim reminded the members of the chosen date. A task force of Kim, Jenni, and Robin was established to help plan the retreat. Kim asked the members to send her any feedback or ideas.

NCS and GSUSA Follow-Up Conversation

Kim had a conversation with Noorain Khan, the chair of GSUSA's Board, regarding our choice for part of our delegation not to attend National Council Session (NCS). Noorain was invited to participate in today's meeting, but was unable to attend. Kim has invited Noorain to attend the November GSHCC Board meeting and have a 30-minute discussion with the Board members. Noorain asked to include GSUSA's DEIRJ co-director, Lydia Mallet, as well. Noorain was responsive and understanding, saying that ours was not the only feedback GSUSA received, which played a major role in why the announcement of the next NCS location (usually announced during NCS) was delayed; GSUSA is



considering all the concerns raised. It was suggested that some of the Board members meet prior to the November Board meeting and brainstorm about what to focus on with the GSUSA representatives.

BOARD PERFORMANCE

Kim reminded everyone that starting at the next meeting, the Board will begin the annual evaluations: the Board as a whole, individual Board members (self) and personal dashboards, and the CEO's review. Fran, Kate, and Kim will connect with the members about the process.

Kim thanked Lynne again for opening her home for the holiday social and took an impromptu poll of the dates offered. The November 30 date was the most popular with those in attendance. Kim will poll the rest of the Board and determine the final date.

DECISION INFLUENCING

None at this meeting.

PROVIDING OVERSIGHT

None at this meeting.

Other Business

It was mentioned that an election year is coming up and it was suggested that this would be an opportune time to engage older girls in the process. Linda outlined a new partnership between the California Girl Scout councils (CA GS) and the California Commission on the Status of Women and Girls (CCSWG). One initiative the two groups will focus on is our annual Day at the Capitol event, which is open to any Girl Scout in CA. California Women Lead, of which GSHCC is a member, partners with GSHCC to plan and present the program for Day at the Capitol. Planning for this event is in the early stages.

Linda then talked a little about the property infrastructure improvements being rendered at Camp Menzies. Some of the improvements include upgrading the staff space to include a small kitchen, more storage, and better furniture. The deck on the Patch-and-Go was recently replaces, decks on two sides of the staff house were built, and more staff cabins are in the planning stages. This critical updating will require an investment of about \$150,000-\$200,000. Other infrastructure being looked at is a better dining hall, covered horse arena, and some programming possibilities.



ADJOURNMENT

Kim thanked everyone for attending and participating so fully in the meeting. She reminded everyone that the November meeting would be virtual on Zoom. She asked if there was any further business to discuss. Hearing none, the meeting was adjourned at 6:29 p.m.

Respectfully submitted,

Leslie S Parker, *PACE*
Executive Administrator
Recording Secretary

Kim Mayes
Board Chair

Lisa Cardoza, Ed.D.
Board Secretary

These minutes were approved as [indicate one: **presented**, corrected, amended] at the November 16, 2023, Board Meeting.