

*Girl Scouts Heart of Central California*  
**BOARD OF DIRECTORS**  
**REGULAR MEETING MINUTES**

April 15, 2010      6601 Elvas Avenue  
6:03pm – 7:52pm      Sacramento, CA

PRESENT:      Debra Brown, Catherine Conner, Barbara Ellis, Anne Ferguson,  
John Gallagher, Gianna Gianelli-Mehl, Robin Kren, Beverly Lamb,  
Genevieve Marsh, Norm Marshall, Anita Rohn, and Toni Rubin,

EXCUSED:      Judy Lin, Jan Opie, and Jeff von Kaenel

STAFF:      Jean DeCamilla, Kerry Koyasako, Julie O'Donnell and Pam  
Saltenberger

GUESTS:      Girl Scouts Jenifer Chan, Izabella Terry and Sasha Terry

**Chair of the Board, Catherine Conner, called the meeting to order at 6:03. She introduced the new board members. She also asked everyone to review the current board roster, meeting dates, committee list and board terms.**

**I.      PROGRAM – Cookie Correspondents**

Julie O'Donnell showed two of our cookie correspondent's videos and then introduced the three girls on the videos; Girl Scout Brownie, Izabella Terry; Girl Scout Daisy, Sasha Terry and Senior Girl Scout Jenifer Chan. The girls explained what they liked about being a cookie correspondent and what they learned from the cookie program. Jenifer Chan also shared her experience as a MarComm Intern and all of the skills she learned over the past year.

**II.      CONSENT AGENDA**

The Consent Agenda included the following items:

- Minutes of the January 21, 2010 Board of Directors meeting
- Resignations of James Pardun and Judith Lanning
- Policy Change – Training
- Anne Ferguson as Secretary of the Board

Agenda was approved by general consent.

Catherine Conner explained that Jim, Judith and Eric Solis were all staying active with the council by serving on committees. Family and work commitments required that they leave the board.

### **III. FINANCE COMMITTEE**

Barbara Ellis presented an overview of the February financials and noted that we are on target to budget with income down \$79,000 but expenses down \$194,000.

Barbara Ellis moved on behalf of the finance committee, to accept the February 2010 Statement of Activities, and the February 2010 Statement of Financial Position. The motion passed unanimously.

Pam Saltenberger presented an overview of the current situation with Girl Scouts of the USA sponsored pension plan. At this point it appears as if the plan will be frozen as of July 2010 and our allocation towards the underfunding will be approximately 12% of covered payroll yearly for seven years. She will keep the board and finance committee updated as she receives information.

### **IV. CAPITAL CAMPAIGN UPDATE**

Catherine Conner presented an overview of the Capital Campaign Plan. She reported that the board solicitation is going very well and she has spoken to every board member. She will present the board giving number at a special event prior to the open house on May 19<sup>th</sup>. Toni Ruben noted a typo in the plan on page 23 – the address should be 6601 Elvas Avenue. Anne Ferguson requested that the purpose of the plan be to fund the new program center and not to purchase, develop etc the new program center. The campaign organization chart was not included and will be sent to the board separately. Staff time and naming opportunities will be discussed at a later date.

Robin Kren moved to accept the Capital Campaign Plan as presented. The motion was seconded and passed unanimously.

### **V. BOARD REPRESENTATIVE COMMITTEE**

Toni Rubin shared that 83% of all service units and 95 out of 131 representatives attended the annual meeting. This is a significant increase over past attendance. She also reported that she went to the service unit rap and

talked about the importance of the representative position and is hoping to make it a part of the service unit team.

Representative training will be in Sacramento on May 20<sup>th</sup> and in Modesto on May 26<sup>th</sup>. There will also be to regional forums on October. The Sacramento forum will be on October 20 and the Modesto one on October 21.

## **VI. FUND DEVELOPMENT COMMITTEE**

Catherine Conner reported that the open house for the new program center will be on May 19<sup>th</sup> from 5:30 – 7:30. She asked board members to arrive by 5:00 for a special celebration. She also reported that Amy Wolfe stepped down as the chair of the fund development committee because the chair should be a board member. She asked for someone to step up and take this challenge. Pam Saltenberger provided a general review of the plan to date.

## **VII. MANAGEMENT REPORT**

Pam Saltenberger reported that membership is up 2.5% in volunteer led troops. Overall, including outreach, we are 1.2% over the same period last year. She also reported that a few years ago we separated volunteer membership goals from outreach membership goals. We are reaching fewer girls in outreach but our programs are longer and more meaningful. She will continue to report these as separate numbers.

Catherine Conner asked if the information provided in the management report was too much detail and if the board would like to see an abbreviated version. The general consensus was to continue the report in the current format.

## **VIII. PROPERTY COMMITTEE**

Norm Marshall hoped everyone enjoyed seeing the completed building. He also reported that at 2:00pm on Friday, April 9<sup>th</sup> we finally received the off-site permit. There are still a few things to be done but all should be complete by the open house. John Gallagher also reported that the sale of the Modesto building seems to be dead. The Modesto Police Association has not made an offer even after Five Star Bank offered to assist them.

## **IX. GIRL SCOUTS OF THE USA**

Catherine Conner shared with the board that she would like to end each board meeting with an update on the activities of Girl Scouts of the USA. She was very impressed with the work of the national organization while she and Pam Saltenberger were at the national leadership meeting in St. Louis and wants the board to have this broader view of the organization.

Julie O'Donnell, director of Marketing and Communication, presented an overview of the new brand direction of GSUSA. She presented a power point on the new logo and tag line as well as an example of the new media campaign.

**Meeting adjourned at 7:52 p.m.**

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Anne Ferguson, Secretary