Board of Directors Regular Meeting
Meeting Minutes
April 16, 2026

Meeting & Greet new CFO 4:30 p.m.
Meeting 5:00-7:00 p.m.

Sacramento Regional Program Center
6601 Elvas Ave. Sacramento CA 95819
Meeting notification and packet emailed 4/6/26

ATTENDANCE:
Voting Members Present: Lisa Cardoza – Secretary, Maddy de Lange, Patty Estopinal, Kirpa Gill, Fran Halbakken – Vice Chair, Robin Kren, Noor Latif, Kim Mayes – Chair, Lynne Meredith – Vice Chair, Adrian Ruiz, Rhonda Staley-Brooks, Myel Thelen Kathleen Webb – Treasurer, Jeannie Vance, Bianca Zitelli

Members Excused: Jenni Murphy, Kate Reid

Staff: Desireé Aragon – CHRODO, Linda Farley – CEO, Ann Frago – CFO, Lani Longacre – COO, Leslie Parker – Executive Administrator

Quorum needed: 9
Quorum established: 14
Meeting quorum max count: 15

Call to Order
Board Chair Kim Mayes opened the meeting at 5:01 p.m. with 14 Board members and five staff in attendance.

Meeting Organization
Kim reminded the Board that arrivals and departures would be noted in the minutes to ensure quorum was maintained. She asked if anyone objected to recording the meeting for the purpose of accurate minute-taking or had any conflicts of interest related to the agenda. No objections were raised.

Girl Moment
COO Lani Longacre introduced Girl Board member Noor Latif, a Girl Scout Ambassador from Troop 749 and junior at Granite Bay High School. Noor shared photos and reflections on her Girl Scout journey from the time she was a Daisy. She highlighted selling cookies, participating in World Thinking Day events, and completing the Bronze, Silver, Rose, and Gold awards. Her Silver Award project at a refugee center and her Gold Award project was through a local library initiative focusing on women of color in STEM. She expressed gratitude for the opportunity to serve on the Board.

Board members engaged with questions and expressed appreciation for her contributions and perspective during her term. Kim asked what the Board could do to improve and what was her one favorite experience. She replied her favorite was being part of the Board and feeling her input was valued. She didn't have any suggestions for improvement.

Consent Agenda

The consent agenda consisted of:

- Minutes of January 15, 2026, Board Meeting
- Aronos Research Club letter of February 1, 2026

With no objections, the consent agenda was approved as presented.

Financial Report

Treasurer Kathleen Webb moved to accept the February 2026 Financial Report. Lisa Cardoza seconded the motion.

Discussion highlights: Kathleen called out the strong financial performance, driven largely by cookie program revenue exceeding budget expectations and careful expense management. Retail and program revenues were slightly below projections due to lower membership; however, these variances were offset by corresponding reductions in expenses. New CFO, Ann Frago, will be sharing an overview of the council's financial statements at the June Board meeting.

Motion carried.

[Kirpa Gill arrived at the meeting at 5:13pm. Quorum at 15]

2026 Employee Handbook

Chief Human Resources and Organizational Development Officer Desireé Aragon presented updates to the Employee Handbook. Changes included the addition of an Artificial Intelligence (AI) policy, updates to After-School Club travel reimbursement, and clarification of civic duty leave.

Lani explained that the AI policy focused on practical safeguards, emphasizing data privacy, staff accountability, and responsible use rather than strict limitations. Staff feedback was incorporated into the policy, and the organization has purchased an enterprise AI ChatGPT system to ensure secure usage. In addition, the Microsoft licenses GSHCC uses provides Copilot as another secure AI tool.

Kathleen moved to accept the updates to the Employee Handbook as presented. Rhonda seconded the motion.

There was no further discussion.

Motion Carried.

Fund Development

Lani shared information on the upcoming Big Day of Giving (BDOG) on May 7. The fundraising goal is $25,000 from 150 or more donors, increasing from $21,402 received last year. The campaign will support the Financial Assistance Fund and provide memberships dues, uniforms, badges, and experiences.

Board members were asked to support BDOG through personal contributions and create a collective Board matching campaign called "$6K in 2026" to spur giving from other individuals. They were also asked to reach out to their networks. Templates for email and social media communications will be provided by Development Director, Maddie Davis. They were encouraged to share their Girl Scout experience as a girl and/or adult, as a Board member, and girl moments they have encountered.

Several Board members had already made financial commitments towards the Board matching campaign, and during the discussion, other Board members collectively fulfilled the $6,000 matching gift commitment.

Lani then passed around a folder containing Thank You notecards with sample scripts for Board members to write personal notes to donors from the last several months.

Board Development Committee (BDC)

Vice Chair Fran Halbakken, Chair of the BDC, began by thanking the Girl Board members for reviewing the applications for the next Girl Board Member and interviewing the applicants.

She reported on the committee's recent discussions and their recruitment priorities. Taking into account the size of the Board per the Bylaws (17-25 members) and what is needed to enhance the current expertise of Board as a whole, they identified the desired criteria for prospective candidates:

- expertise in law, finance, school administration, and technology.
- representation from five of GSHCC's top counties (Sacramento, San Joaquin, Stanislaus, Merced, and Placer).
- strong alignment with the Girl Scout mission who would be good ambassadors.
- Male

Fran requested the Board members help identify potential candidates who meet these criteria.

Fran explained that Linda and Kim vet the prospects for final inclusion on the election slate. She asked members to send names to her or Linda for consideration.

Board All Staff Appreciation Breakfast

Fran announced that the annual All Staff Appreciation Breakfast is coming up on June 10. Members were asked to sign up on the flipchart for the breakfast items they would like to provide and also indicate if they are able to attend. She also asked the Board members to sign the cards that she and Robin made for the staff.

[Rhonda Staley-Brooks departed the meeting at 5:45pm. Quorum maintained at 14]

GSUSA Branding Model Pilot

Lani Longacre shared news received today that seven councils, including GSHCC, were chosen to participate in GSUSA's new brand positioning campaign. It will utilize multiple channels including billboards, YouTube videos, and other marketing avenues that will expand messaging and engagement, emphasizing inclusivity and broad impact. It will focus on meeting girls where they are, stressing that girls are "enough" and Girl Scouts can help them find the power within, whatever that looks like to them. Additional details will be shared as available.

CEO Report

Linda Farley provided updates on the following:

Cookie Program

Linda shared numbers for the 2026 Cookie Program recently concluded and compared them with those from 2025.

58th National Council Session (NCS)

Linda invited the Board, as voting members of the Representative Assembly, to attend the Spring Forum on Wednesday, April 22, here at the Sacramento Office. The Spring Forum will discuss the three Proposals that are on the agenda for NCS coming up in July. She introduced Kim and Lynne as the Board members representing GSHCC, along with Sara King and herself, as staff. Three volunteers and three girls make up the balance of the delegation traveling to Wahington D.C. in July.

Three proposals were outlined in the handout sent with the Board packet:

1) Girl Scout Highest Awards Solicitation of Contributions
2) Membership Dues and Procedures for Registration
3) Preservation of Girl Scout Leadership Experience Relating to the Entrepreneurship Program

There will also be two Discussion Topics receiving input at NCS:

1) Revolutionize Engagement: Girl Scouts Her Way
2) Amplify Impact: Building Connections with Our Communities

She gave a brief overview of each of the three proposals with some background on each. Board members asked questions and provided some input and feedback.

After-School Club (ASC) Overview and MY2026 Strategy

Linda and Lani presented a three-part strategy for the upcoming Girl Scout year, focusing on renewing existing contracts, deepening relationships with current partners (more sites and clubs within a currently contracted district), and pursuing new leads and contracts. The program currently serves over 1,700 girls across multiple school districts, generating over $1 million in revenue.

The team expects to renew at least 92% of current contracts, adding 16 more clubs through existing relationships, and converting 10% of 265 identified prospects into 27 new staff-led clubs, potentially generating nearly $1.8 million in additional revenue. This would bring the total of After-School Clubs to 105. The strategy prioritizes the staff-led model over the hybrid model due to quality concerns.

They showed the projected revenue and participation through 2029 and provided an overview to some of the model's key challenges and risks. GSHCC has retained lobbyist firm Political Solutions to help Girl Scouts have a voice to keep the Expanded Learning Opportunities Program (ELO-P) fully funded in the state's budget.

[Bianca Zitelli departed the meeting at 6:41pm. Quorum maintained at 13.]

BOARD CHAIR REPORT

Kim reported on the discussions and polls from the January meeting.

Future Board Meeting Format

The majority consensus was to leave the hybrid meeting schedule as it currently stands: November and January will be virtual, and April, June, and September will be in-person.

Board Giving

For this poll, the majority said yes to establishing a stated minimum annual giving expectation rather than continuing with the current "meaningful gift" approach determined individually.

Additionally, the majority preferred to include personal giving and "gets" (matching gifts, sponsorships, inspired network giving) instead of personal giving only. While the giving minimum shows broad support, there is no strong consensus on the amount, although the $250–$499 range had the most support. Further refinement of the amount and structure is ongoing.

Board- and Self-Evaluations

The majority said they would complete an individual board member evaluation as a personal reflection and improvement tool. Yet less than half of the Board members completed either evaluation this year. It was suggested to do an online poll-type survey in a Board meeting to elicit more responses.

The suggestions from the evaluations included:

- Governance education for new members at the Board orientation
- Ongoing governance education throughout the year
- Share more data with visual aids to support decision-making
- Have someone lead a committee to plan and execute Board social events/team bonding, in addition to the Summer and Holiday mixers.

ADJOURNMENT

With no further business, the Board meeting was adjourned at 6:59 p.m.

Respectfully submitted,

Leslie S Parker

Leslie S Parker, *PACE*
Executive Administrator
Recording Secretary

Kim Mayes

Kim Mayes
Board Chair

Lisa Cardoza

Lisa Cardoza, Ed.D.
Board Secretary

These minutes were approved as [indicate one: presented, corrected, amended] at the June 18, 2026, Board Meeting.