



Board of Directors Regular Meeting

April 17, 2025

Social and light 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 4/7/25

ATTENDANCE:

Voting Members Present: Lisa Cardoza – Secretary, Maddy de Lange, Patty Estopinal, Kirpa Gill, Fran Halbakken – Vice Chair, Robin Kren, Kim Mayes – Chair, Lynne Meredith – Vice Chair, Jenni Murphy, Kate Reid, Kathleen Webb – Treasurer, Jeannie Vance, Bianca Zitelli

Members Excused: Shannon Cooper, Noor Latif, Alana Mathews, Adrian Ruiz, Rhonda Staley-Brooks, Myel Thelen

Staff: Desireé Aragon – CHRODO, Marcella Cooper – COO, Linda Farley – CEO, Leslie Parker – Executive Administrator, Rich Ryan – CFO

Guests: Maria Ramirez – Manager, After-School Programming, Maddie Davis – Director, Fund Development

Quorum needed: 10

Quorum established: 13

Meeting quorum max count: 13

CALL TO ORDER

Board Chair Kim Mayes opened the meeting at 5:07 p.m. with 13 Board members, five staff, and two guests 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 Marcella Cooper introduced Maria Ramirez, Manager of After-School Programming, and gave a few brief biographical remarks. Maria presented slides and a short video from several Girl Scouts After-School Clubs, where girls explored engineering concepts, identified natural shapes, and built and “drove” their own model cars, made from cardboard, straws, and bottle caps. She answered a few questions from the members and told a couple of brief stories. Maria was thanked for her presentation and excused.

CONSENT AGENDA

The consent agenda, consisting of the Board meeting minutes of January 16, 2025, was presented. The consent agenda was accepted and approved as presented.

FINANCIALS

February 2025 Financial Report

Treasurer Patty Estopinal moved to accept the February 2025 Financial Report. Kathleen Webb seconded the motion.

Discussion: Patty reported that although the cookie season was disappointing and current financials have timing differences vs. the budget—with revenue reflected but minimal cookie-related expenses so far—the numbers are expected to sync up with the budget in March and April. Once they do, GSHCC will be able to project net income for the fiscal year and identify potential areas for additional expense reduction. She also announced that this would be her final meeting as Treasurer, with Kathleen Webb assuming the role moving forward.

Motion carried.

GSHCC COOKIE BOOTH SAFETY

Linda provided a brief overview and background of the Hank G. Greenblatt report, which relates to a lawsuit stemming from the February 2023 incident in which a driver crashed into a cookie booth. GSHCC is not a party to the lawsuit, which involves injuries to a woman and two girls. Board members were asked to review the report and be prepared to respond if necessary.

Lynne Meredith moved that the Board acknowledge the January 2, 2025, document sent to the council by Hank G. Greenblatt regarding materials and data he has collected concerning storefront intrusion crashes. After review and consideration, the Board is



comfortable with GSHCC's current safety guidelines for the Cookie Program booth sales. Patty Estopinal seconded the motion.

Discussion: Lynne reported that GSHCC's Cookie Booth Safety guidelines, available on the website and in distributed materials, are comprehensive and do not require procedural changes. Kate mentioned, as a parent helping her Girl Scout, she was required to accept the safety guidelines online before participating in the program.

Motion carried.

FUND DEVELOPMENT

Linda introduced Maddie Davis, Director of Development, who shared details about the Big Day of Giving campaign on May 1. This one-day online fundraiser aims to raise \$15,000 for GSHCC's Financial Assistance Program. Maddie encouraged Board members to support the campaign by sharing their reasons for giving and utilizing their networks on social media and LinkedIn. She noted that 100% Board participation could earn an additional \$1,000 prize for GSHCC. Links and suggested content will be provided soon. Maddie also announced that early giving opened today, and Kim urged members to donate this evening to help achieve full participation. Several members donated immediately.

Maddie distributed note cards and suggested scripts for Board members to write Thank You's to recent donors. Kim allowed five minutes during the meeting for members to write their notes.

Maddie was thanked for her presentation and was excused.

CEO REPORT

Linda shared that the eight councils in California have hired the lobbyist firm Political Solutions to help extend the State grant for LiveScans under AB 506, which expires in June. Political Solutions is optimistic about successfully securing an extension.

California Girl Scout CEO's, led primarily by Girl Scouts of Greater Los Angeles' CEO Theresa Edy Kiene, are exploring the possibility of publishing a State of the Girl Report for California. Other states have published similar reports. Theresa will connect with other organizations for several aspects of such a report. Linda is connecting with



organizations who could champion and sponsor the report, such as the CA Commission on the Status of Women and Girls (putting their name on it would make it an official report of the State of California), California Women Lead, SheShares, and other very visible and prominent women's organizations.

Marcella and the After-School Club (ASC) team have been supporting other Girl Scout councils interested in adopting our model and securing State ELO-P funding. GSUSA is also interested in this initiative in connection with their recent School-Based Paid Facilitator Pilot, and GSHCC may host another educational session, similar to the one held back in 2023, to share insights.

Linda announced that she and three staff members will attend the BOOST conference in Palm Springs at the end of the month, in connection with the After-School Clubs powered by Girl Scouts. The conference is a large, global gathering for educators and youth development professionals focused on after-school, expanded learning, and in-and-out-of-school time programs. GSHCC's aim for this year is learning, networking, and increasing visibility. Future attendance may expand as the ASC's grow.

She continued by announcing that GSHCC will be rebranding its STEM Centers to include "art," transitioning from STEM to STEAM. This blends scientific, technological, and engineering skills with artistic expression. The relaunch events are slated for October, and the rebranding will be incorporated into the celebrations. Linda invited members to submit names for the guest list for the relaunch receptions.

Linda continued her report by revisiting a slide from the Board Retreat in March, explaining the progress of the following points:

Financial Stability and Sustainability Strategy

- Decrease reliance on Cookie Program revenue.
- Downsize and restructure the organization, impacting staffing and council-sponsored girl and volunteer experiences.
- Continue to invest in the Girl Scouts After-School Club Program while addressing anticipated challenges.

A virtual All Staff meeting was held to discuss the restructuring, decentralization, and staffing changes, including who stayed, who departed, and the reasons behind the decisions. Ten positions were eliminated, seven of which were filled. There was significant discussion around the details of the changes. The roles of Service Unit



Engagement, Girl Experience, and Recruitment have been merged, with much of the work now decentralized to occur within the Service Units, supported by staff. Additionally, Camp Menzies will be paused for 2026 as the team explores how to offer a sleepaway camp experience that is not fully subsidized by the council.

Jenni commended the leadership for the clarity provided to the staff and the respectful space created for both those leaving, as well as those staying, aligning with Girl Scout values.

After-School Clubs (ASC's)

Linda reiterated that GSHCC is focusing on increasing the After-School Clubs model. As Marcella transitions out, Linda is stepping up to work with the ASC team and train the new COO when they are hired.

There was a question about GSUSA's position on GSHCC's dual track of ASC and Volunteer-led Troops and if they accept it. Linda explained that GSUSA has a Paid Facilitator Program pilot with several councils, but those councils would raise the funds to pay staff to administer the Girl Scout program, whereas GSHCC is being paid using State funding.

Marcella detailed the three current ASC contracts for the academic year and announced that planning is underway for summer programs, including sleepaway camps at two sites. Negotiations for Fall 2025 are in progress, with plans to expand the number of sites in districts that currently have ASC programs. The first contract, with Riverbank USD, will also extend to 5th-6th grades next year. She announced that the GSHCC was just recently approved as a vendor for Sacramento City USD, and the team is working to convert the existing 20 Community Troop sites in the district to the ASC Model. A list of additional prospects was presented.

A revised brochure for the ASC's was passed around, displaying the new title and a few strategic wording changes.

Linda shared an updated version of the pro forma worksheet the Board worked on during the March Retreat.

Desi facilitated an ASC activity, asking members to list potential contacts on the flipcharts around the room, who they might connect with GSHCC.



BOARD CHAIR REPORT

Kim thanked the members for their continued engagement with GSHCC activities like the MegaDrop and cookie booths. She announced that Lynne has graciously offered her home for a holiday mixer later this year and asked if anyone was interested in hosting a summertime mixer. Lisa and Jenni volunteered to host at Lisa's house, with a date to be chosen soon. Kim also reminded everyone about the Highest Awards Ceremonies on May 18, where the Board Scholarship will be awarded. The Staff Appreciation Breakfast is coming up on June 11, which Fran is organizing. She will be in touch with those who signed up.

Robin inquired about the Camp Care Packages project. Leslie will coordinate and resend the wish list sent by the camp director, to those who signed up. A packing party will be organized in May.

ADJOURNMENT

Kim thanked everyone for attending and reminded them that the June Board meeting, traditionally held in Modesto, will instead take place in Sacramento on June 26.

The Board meeting was adjourned at 6:59 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 June 26, 2025, Board Meeting.