



Board of Directors Regular Meeting

November 3, 2022

Social & Tech check 4:30 p.m.
Meeting 5-7 p.m.

Held electronically via Zoom Video Conferencing

Meeting notification and packet emailed 10/24/2022

ATTENDANCE:

Voting Members Present: Arwyn Austin, Kim Bedford – Vice Chair, Lisa Cardoza, Cathie Conner, Patty Estopinal – Treasurer, Fran Halbakken, Robin Kren – Past Chair, LeShelle May, Lisa Mazza, Lynne Meredith, Jenni Murphy – Chair, Janet Nunez-Pineda, Kate Reid – Secretary, Stacey Shelnut-Hendrick, Margo Souza

Members Excused: Angie Balderas, Bernadette Austin, Emma Pham-Tran, Alejandra Quezada

Staff: Marcella Cooper – COO, Linda Farley – CEO, Leslie S Parker – Executive Assistant, Rich Ryan – CFO, Susan Willson – CDO.

Guests: Maria Fagundes – Fund Development Associate, Brianna Schmitz – Fund Development Specialist

Quorum needed: 10

Quorum established: 11

Meeting quorum max count: 14

CALL TO ORDER

Board Chair Jenni Murphy opened the meeting at 5:03 p.m. with 11 Board members, five staff, and two staff guests in attendance.

MEETING ORGANIZATION

Jenni reminded everyone that arrivals and departures would be recorded in the minutes to maintain a quorum during the 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 Maria Fagundes and Brianna Schmitz to present the Girl Moment. They shared photos of their visits to Alternative Program Delivery (APD) Troops 206 and 7009. The financial assistance funding for these and other APD troops provides membership dues, uniforms, badges, STEM Mobile unit visits, and more.



Troop 206 was established using the Financial Assistance Fund. On the day of the visit, the girls dove right into their climate challenge patch and were very excited to share their knowledge about climate change and provide examples of what they can do to take action in their community.

Troop 7009 was sponsored by funds from the recent SMUD grant. Some of the girls went to Camp Menzies this last year and cannot wait to go back. They enjoyed telling new girls in the troop all about archery, hiking, and seeing the stars at night.

The leaders of both troops explained that the girls support each other and that the girls are growing and learning to take the initiative. Girl Scouting has given them the opportunity to be themselves and to progress as leaders.

[Lynne Meredith and Janet Nunez-Pineda logged in at 5:09 pm. Quorum stands at 13]

Jenni thanked Maria and Brianna for sharing these heartwarming stories of our mission in action and they were excused.

CONSENT AGENDA

The consent agenda, consisting of the Board Minutes of September 15, 2022, was accepted and approved as presented.

ENSURING NECESSARY RESOURCES

Finance

Treasurer Patty Estopinal moved to accept the August 2022 Financial Report. Lisa Mazza seconded the motion.

Discussion: Patty explained that due to the year-end closing and this meeting occurring earlier in the month than usual, the August report was presented for review. The year ended on a strong note with revenue higher and expenses lower than what was budgeted. Rich added that the year ended with positive operating income, whereas the approved budget was at an operating loss.

Motion passed unanimously.

Fund Development

Jenni thanked everyone and turned the time over to Susan Willson.

Susan began by recounting the progress during her first year at GSHCC. With the new team in place, she is excited to move forward with a new foundation for growth with plans and strategies that include the Board members. She reviewed the giving from the last year and explained that with GSHCC's large geographic footprint, there is a lot of opportunity to expand the council's giving network. She shared a Philanthropy Mission Statement from a sister council. To be able to build their broader network, they found partners who shared their vision, with the help of their Board members. The approach would be to inspire connections rather



than ask for donations immediately. New contacts could be invited to informational evenings, signature events, or engage in STEM and other activities.

[Lisa Cardoza joined the meeting at 5:19 pm. Quorum at 14]

Susan referenced the one page document she included in the Board packet. It is an overview/elevator speech reference that was requested at the last meeting. It will help when talking to others about Girl Scouts - who we are, and why are we worthy of donor support. She invited members to give her feedback or ask questions.

Susan thanked Brianna and Leslie for putting together a Google sheet of potential donors for the Board members to review and mark those with whom they have a connection. Susan will follow up with members individually to figure out the best next step for each one.

Jenni thanked Susan for the document and commented on others who were nodding agreement.

SETTING STRATEGIC DIRECTION

CEO Report

AB506 Update

Linda reviewed and updated the members on the status of AB506 – LiveScan background checks for those who work with youth. Since the meeting in September, the Governor signed the budget providing \$4.85M in funding conducting LiveScan. The Department of Justice has been in contact about the distribution of funds. More information will be forthcoming.

[Cathie Conner left the meeting at 5:34 pm: quorum at 13]

Future Planning

Linda reviewed the Strategic Learning Process that was undertaken in 2015, with Board members, staff, girls, volunteers, and some community members (non-Girl Scouts) participating. The outcome was the strategic priorities that were put into the “Thrive!” triangle diagram, with girls at the center. These strategic priorities guide the annual operational priorities. She and the Executive Committee discussed this and determined that it was time to refresh the plan and think about where GSHCC is headed and what that might look like.

Linda presented a graphic visual to pose questions and outline possible steps.

- What do girls and volunteers need and want?
- How do we best serve girls?
- What do we want to be known for as a council?
- How do we use and invest in our properties?

She invited comments or questions. Kate stated that one challenge might be to consider what should not be done. Doing too much could block accomplishing more important issues. Linda requested the members email her with any thoughts and other ideas. Jenni remarked that when



the 2015 process happened, the council was not in a very good position financially and operationally. The potential moving forward is greater at this time.

Linda reminded the members that she and Kim were headed to St. Louis, MO, in a couple of weeks to attend the GSUSA Board Chair/CEO Conference and will be talking to other councils who have recently been through a planning process. She will think through with the Executive Committee what the process and timeline might be.

Membership Year 2023 (MY23)

Linda reviewed slides showing the MY23 statistics and goals to date. Renewals at this time last year were 65% and this year have increased to 86%. New girls have increased by 7% so far. She gave a shout-out to Marcella and the Team for the work they are doing and for staying focused. With so many schools in the large GSHCC region, the team has used the persona data to strategically choose zip codes to focus on. Emphasis had been placed on the Kindergarten through third grade levels. It is critical to bring in those younger girls to build a pipeline.

Kate cited an example from a recent camporee she held at Camp Fleming. After two years (due to COVID-19) many were excited to go camping. Out of 79 girls, only two were Juniors, illustrating the shortage in the current pipeline.

[Kim Bedford joined the meeting at 5:55 pm. Quorum at 14]

Marcella remarked that the 76 schools currently being focused on for recruitment are in region one (greater Sacramento). Other regions also have schools the recruiters can focus on.

Council Signature Events

Linda referred to the Signature Events handout sent with the packet. It lists opportunities for the Board to visit or participate with girls and volunteers. She shared a few events listed on a slide with some photos. She asked them to connect with her or Leslie to make arrangements to participate. Jenni asked if there was anything the members could do to support the Annual Meeting in 2023. Linda replied that the planning team is working on event planning logistics and will let us know. Jenni also asked how many members are needed or requested at any or all of these events. Linda said she would let the Board know.

Board Chair Report

Jenni shared her screen, thanking Kate for putting together the Board Meeting Survey and asked her to speak about the results. Kate reminded everyone about the conversation at the Retreat in April about the Board meeting time, place, and structure. Those who responded liked the current Thursday, 5-7pm time frame, so the meetings will stay the same right now. There were some suggestions made about meeting in two places and connecting via Zoom, and other suggestions that can be considered later.

Jenni congratulated Fran Halbakken again on being honored as a CSUS Distinguished Alumni at a banquet recently. She shared a photo of Fran receiving her honor and another with those who



attended from GSHCC. Fran thanked everyone who went for the nice surprise and the support from her Girl Scout family.

[LeShelle May left the meeting at 6:05 pm. Quorum at 13]

Jenni thanked Kim for acting as the Board Chair Pro Tem at the last meeting and then introduced Stacey for the BDC report.

PROVIDING OVERSIGHT

Board Development Committee (BDC): Election Slates

Board Officers and Directors-at-Large

On behalf of the Board Development Committee, Committee Chair Stacey Shelnut-Hendrick moved to accept the slate of candidates for the GSHCC Board of Directors as presented by the Board Development Committee.

Discussion: Stacey read the names on the shared slides and said a few words about each candidate. Linda added her thanks to Jenni for stepping back into the role of Chair for an additional year when Alana Mathews stepped down and now for continuing on the Board as a Director. She reminded everyone that the Executive Committee composition was changed at the last meeting, converting the Past Chair to a non-hierarchical Vice Chair and bringing on the Chair of the Board Representative Committee. The slate reflects these changes.

Motion carried unanimously.

National Council Delegate

On behalf of the Board Development Committee, Committee Chair Stacey Shelnut-Hendrick moved to accept the National Council Delegate slate presented by the Board Development Committee, adding Lynne Meredith to the current delegation.

Discussion: Stacey informed the members that Lynne's name was inadvertently left off of the slate voted on last year.

Motion carried unanimously.

Jenni thanked Stacey for her service as the Chair of the BDC this past year and expressed her gratitude for Stacey's time on the Board, which will end in February. Stacey said she has appreciated the leadership and the learning she has gained from this Board during her time here.

CEO evaluation

Jenni briefly reviewed the CEO evaluation process and the form that was sent out in the packet. She asked for any comments to be sent to her or Kim by the end of November. Highlights will be shared at the January meeting.



BOARD PERFORMANCE

Jenni reminded the members that Board Self-Evaluation is also coming up and reviewed the fillable form sent out in the packet.

DECISION INFLUENCING

Jenni asked everyone to be sure their calendars were marked for the Board Meeting and Retreat to take place on April 1, 2023. The Executive Committee and Linda recently talked about how to continue the momentum started last April. Linda reminded everyone that a CEO from Texas was going to be at the April 2020 Retreat, to focus on fundraising. Linda will work with the Executive Committee on the agenda.

Jenni thanked everyone for attending and for their participation. She asked that since this was November for each person to tell what they are thankful for related to Girl Scouts. She reminded everyone that the next meeting will also be held via Zoom and wished all a wonder set of holidays in the meantime.

She asked if there was any other business, and hearing none, the meeting was adjourned at 6:47 p.m.

Respectfully submitted,

Leslie S Parker, *PACE*
Executive Assistant
Recording Secretary

Jenni Murphy, Ed.D.
Board Chair

Katherine Reid
Board Secretary

These minutes were approved as [indicate one: **presented**, corrected, amended] at the January 19, 2023, Board Meeting.