

## **MINUTES – Annual Meeting – November 18-2010**

The Board of Directors of Girl Scouts of Eastern Iowa & Western Illinois, and voting members of the council met on Thursday, November 18, 2010 at The Clarion Hotel in Cedar Rapids, 6:00 pm.

### **Welcome & Introductions:**

Board Vice Chair, Teresa Colgan spoke to the attendees about the annual meeting agenda and the program that would follow. Guests were welcomed and Ms Colgan also explained the process of bidding on the silent auction items that were available. The proceeds will be going to provide scholarships to girls within our council.

It was explained to the membership that the annual meeting would be held in a different location within our jurisdiction each year.

Teresa also introduced, Barbara Jeter from GSUSA who gave a presentation about our national organization and expressed appreciation for the excellent performance of our council.

Service Unit volunteers were asked to stand and be recognized. Special recognition was given to the service units who have surpassed their membership goals and expectations.

### **Consent Agenda:**

Following the flag ceremony, performed by Troops 1558, 2379, 1154 and 3347, the meeting was called to order at 6:40 p.m. Theresa Dunkin confirmed a quorum: 128 members and 21 counties were represented.

Theresa read the official rules of the meeting:

#### **RULES OF THE MEETING**

##### **Rule 1**

All debate must be relevant to the question immediately before the council.

##### **Rule 2**

Only persons who are members of the Girl Scout movement, fourteen (14) years of age or older, registered through the Council shall be members of the corporation. All members, except members who are employed staff, may introduce motions, debate, and vote.

##### **Rule 3**

No one may speak for more than two minutes at any one time, nor more than twice on the same question.

##### **Rule 4**

When addressing the chair, the voting member shall seek recognition from a microphone, and then shall state her/his name and whether she/he is speaking for or against the motion or presenting another motion.

##### **Rule 5**

All motions pertaining to the by-laws must be presented in writing and given to the chair or his/her designee.

## Approved Minutes:

Teresa Colgan called for a motion to approve the minutes of the November 19, 2009 Annual Meeting as written. A second was received and the motion carried.

## Board Development:

Michel Stone introduced each of the new board nominees who were present and noted all nominees for confirmation. Michel spoke to the skills taken into consideration as well as the geographical, racial and ethnic diversity of our candidates.

## Board Slate 2010-2011

### Board of Directors - Officers

*\*Council Chair - Mary Lagerblade - Quad Cities - 3 year term*  
First Vice Chair - Teresa Colgan - West Burlington - 1 year term  
*\*Second Vice Chair - Deb Oliver - Cedar Rapids - 3 year term*  
*\*Secretary - Carolyn Hauptert - Dubuque - 3 year term*  
Treasurer - Ann Menke - Burlington - 2 year term

### Board of Directors - Members at Large

*\*Bill Leaver - Quad Cities - 3 year term*  
*\*Denise Bulat - Quad Cities - 3 year term*  
*\*Judge Mary Ann Brown - Burlington - 3 year term*  
*\*Dave Vandeventer - Waterloo - 2 year term*  
Ann Hutchinson - Quad Cities - 1 year term  
Dr. Patricia Keir - Quad Cities - 2 year term  
Lee Mowers - Quad Cities - 2 year term  
Dave Emerick - Quad Cities - 2 year term  
Dr. Kim Armstrong - Quad Cities - 1 year term  
Donnelle Fuerste - Dubuque - 1 year term  
Sally Dickey - Dubuque - 2 year term  
Candace Arp - Waterloo - 2 year term  
Gloria Frost - Cedar Rapids - 1 year term  
Michel Stone - Cedar Rapids - 2 year term  
Theresa Dunkin - Cedar Rapids/Iowa City - 1 year term  
Shawn Ryan - Cedar Rapids/Iowa City - 1 year term  
Sue Evans - Cedar Rapids / Iowa City - 2 year term  
*Karla Steele - Quad Cities - 3 year term*  
*Jill Dashner - Waterloo - 3 year term*  
*Peg Hudson - Dubuque - 3 year term*  
*Tracy Schwind - Quad Cities - 3 year term*

### Girl Board Members

*Colleen Iverson - Dubuque - 1 year term*  
*Lisa Wendel - Bishop Hill - 1 year term*  
*Erin Jackson - Burlington - 1 year term*

### Board Development Committee

Gary Rowe - Quad Cities  
Peg Hudson - Dubuque  
Michel Stone - Cedar Rapids  
Dave Vandeventer - Waterloo  
*Kay Sackville Breuer - Burlington*  
*John Lohman - Iowa City*  
*Jen Neumann - Cedar Rapids*  
*Terri Dowell - Burlington*

\* those whose terms have been renewed

Orange: those who are new to the board

As no additional nominations had been submitted from the floor and the election was uncontested, a motion was made, a second received and a unanimous vote approved the slate of officers to be inducted at the January, 2011 board meeting.

Diane Nelson, CEO of GSEIWI, presented each new board member with a Girl Scout pin and name badge. An installation ceremony was conducted and the Girl Scout Oath of Office recited.

Teresa Colgan recognized Kaylyn Parker as an outgoing board member. She also thanked Kaylyn for her service and dedicated support to GSEIWI. A token of appreciation was presented at that time.

Other outgoing board members are Julia O'Donnell, Amanda Malin and Larry Cremer.

### **Bylaw Revision Recommendation:**

The Honorable Mary Ann Brown presented the following recommendation.

The Board of Directors recommends that the following article be amended to the bylaws of Girl Scouts of Eastern Iowa and Western Illinois.

**Article I - #6 Quorum** - 100 voting members, registered as of September 30, will constitute a quorum provided that a majority of the counties should have at least one eligible voting member present.

**AMEND TO READ:** 100 voting members, registered as of September 30, will constitute a quorum.

**RATIONALE:** We propose that that this section be amended by deleting the requirement that to have quorum at a meeting of the Council, a majority of the counties in the council have at least one eligible voting member present. Because we provide for every member being entitled to vote it does not matter where the members live. Since realignment our council has evolved into one unified council. We should not think of ourselves as legacy councils coming together for a meeting. As a result, what really matters is the sheer number of members participating in the meeting. Every member's attendance should be encouraged without regard to where they live.

The board of directors made the motion to accept the changes to Article 1 - #6 of the bylaws of GSEIWI. Teresa Colgan opened up the meeting for discussion. The rules of the meeting stand as read earlier. Discussion was held regarding how to include those in outlying areas in the meeting proper and the voting process.

Teresa then called for a vote. A motion was made and seconded and carried.

### **Election of Delegates to 2011 National Convention:**

Teresa Colgan explained that those elected as national delegates for GSEIWI would have the opportunity to attend and participate in meetings of the national body, represent local views and take actions that are in the best interests of the Girl Scouts movement throughout the nation. Nominated for a three year term were:

#### **Delegates**

Anita Falkofske - Eaton - Solon, IA

Virginia Roudabush - Mt. Vernon, IA

Destiny Wise - Dysart, IA

John Cummings - Cedar Rapids, IA

Jessica McChesney - Burlington, IA

Miranda Roudabush - Mt. Vernon, IA

Lisa Wendel - Bishop Hill, IA

#### **Alternates**

Mary Lagerblade - Council Chair

Diane Nelson - CEO

## Stewardship Report:

Diane Nelson, CEO ,and Ann Menke, council treasurer, updated those in attendance on our council financials and the council's stewardship report for 2010. Ann reported the financial results for the fiscal year ending September 30, 2010. This information can be found in the Annual Report.

After two financially challenging years following realignment, in which the council realized significant losses, Ann was pleased to report an awesome financial year for 2010. While these numbers are unaudited, at this point, the council is flirting with a \$300,000 surplus this year. This will certainly assist with our operating cash flow in the coming year, helping to make up for past losses.

On the revenue side, contributions remained strong and equivalent with last year. Individual donors and our communities continue to realize the value of, and support, our great programs for our girls.

The cookie program sale revenue saw an unprecedented 8% increase in volume, beating national averages by almost four times. This is primarily due the intense recruitment efforts of not only the membership staff, but our Service Unit and other volunteers doing recruitments in all of our schools. Thank you for your productive efforts.

Program fees decreased from last year, as 14% fewer girls attended resident camp. Seasons at two camps were shortened to assist in cost savings to help offset the reduced revenue. On a positive note, however, the new tiered fee structure for camp was supported by one in three parents, who realize the true value of the camping experience, and produced over \$50,000 in additional revenue.

The economic climate allowed our investment income to rebound, after two years of declines and losses.

The council shops were well supported by troops and girls and showed an increase of 13% over last year.

Even though there was knowledge of a promising financial year on the revenue side, the staff continued to monitor and control expenses well.

The camp rangers continued to tighten their belts and deferred maintenance whenever possible. Travel costs were saved by increased car-pooling and teleconference calls. Every expense was analyzed for need. The staff is to be commended for their efforts, as the Annual Report shows total expenses equivalent to last year.

In last year's report, the treasurer stated that we were positioning ourselves to meet membership goals for product sales, instituting cost saving measures, and continuing to look for more opportunities for grant funding and annual gifts. This was realized in the financial results this year thanks to the efforts of every member, both girl and adult.

Ann offered thanks to volunteers for the difference they have made. The program and experience they are giving the girls in our council makes it much easier to get the community to financially support this outstanding organization. With quality program and being fiscally responsible, I am confident we will continue to achieve a balanced budget in the coming year, and years to come, and to provide even better quality Girl Scout program for our girls.

Diane Nelson, CEO provided a recap of 2010.

<u>*Membership</u>	2009 18,070 2010 18,826
<u>National Growth</u>	10 <sup>th</sup> in the nation for adult membership 6 <sup>th</sup> in the nation for girl membership 4 <sup>th</sup> in the nation for overall membership growth
<u>Gold Star Schools</u>	189 schools in 2010
<u>Service Units</u>	21 units in 2009 / 42 service units in 2010
<u>Girl Retention</u>	64% in 2009 / 68% in 2010
<u>Adult Retention</u>	65.4% in 2009 / 68% in 2010
<u>Product Sales</u>	2010 – 1,722,916 packages sold Nationally sales were down 6-9% GSEIWI was up 3%
	Armed Forces Cookies – up 5x's to 15,000 packages
<u>Leaders Trained</u>	85% of troops trained in 2009 91% of troops trained in 2010
<u>Community Financial Support</u>	\$953,747 in 2010 (up \$81,635)
<u>Grants</u>	3980 requests for \$129,840

#### Empowering Girls To Find their Voice

Launched advocacy efforts by meeting with elected officials to discuss advocacy plans related to relational aggression. Worked with Girl Scouts of Greater Iowa and Iowa Commission on the Status of Women to begin planning Capitol Girls event for February 2010. Worked with Girl Scouts of Greater Iowa to begin planning Legislative Breakfast and Girl Scout Day at the Capitol for March 2010.

Completed Journey 3 Focus Group project in partnership with GSRI. More than 200 local girls and leaders gave feedback on proposed Journey activities through troop meetings or six WebEx (live chat) sessions.

DREAM event - 164 middle school girls took over downtown Dubuque, and they were all Determined to Reach, Excel, Aspire and Master!

#### Girls Go Global

53 Girl Scout Cadettes, Seniors, and Ambassadors attended the Raise Your Voice event held at Clarke College in Dubuque to learn how to be a leader and to determine how they personally can change the world! When asked at the beginning of the event if they thought they could change the world, about ½ raised their hand. By the end of the event, all 53 believed in themselves and their abilities enough to KNOW they could change the world!

15 girls earned the Girl Scout Gold Award, the desired level was 22 awardees. 58 girls earned their Girl Scout Silver Award and 215 girls have their Girl Scout Bronze Award. This is above the target level of 50 and 100 respectively.

18 Program Aide Trainings were held throughout the council with a total of 163 girls served through this leadership opportunity. Two additional Program Aide Trainers were recruited. In addition, Ranch Hand Equestrian Program Aide Training was provided with 7 girls trained.

#### The Power of Girls Together

University of Iowa Girl Scout Day with the Hawkeyes Women's Basketball game on January 31, 2010 resulted in 3,030 Girl Scouts and their friends and families in attendance.

## Girl Scouts of Eastern Iowa and Western Illinois, Inc

2011- 2<sup>nd</sup> Avenue, Rock Island, IL 61201

Over 1,000 Girl Scouts attended the World Thinking Day event on February 6, 2010 at the Quad Cities Expo Center. Troops learned about girls in 15 different countries and celebrated the sisterhood of Girl Scouting.

The Shawn Johnson event attracted 2,400 girls and volunteers and significant media coverage for a brand new event.

Outreach troops programs were established at 10 schools, 22 community buildings, 2 churches, 6 public housing facilities and 2 summer camps, impacting 1054 girls living in low income and at risk communities. 47% of outreach troops were supported by community partners.

The first edition of *Steps of Support*, a newsletter to support new leaders, was mailed in December.

New Leader Web Resources / including Web-based learning through YouTube training videos for adults in the areas of songs, games and ceremonies

### Camper Decline

1,775 girls out of 18,833 girls registered (9.4%) in 2010 / 2,057 girls out of 17,796 girls registered (11.5%) in 2009. The number of girls using our great camp properties has been decreasing each year. In 2009, 11.5 percent of our girls came out to summer resident camp, while that number dropped to 9.4 percent this year. That resulted in a drop of 282 girls from 2009 to this year's experience. It has become necessary for our council to review the camping and outdoor experience we offer our girls. The summer troop camping option in 2011 will help our long-range property planning committee, other volunteers and our council and camp staff makes informed decisions as we move forward in the future.

### Cookie Sale Program Participation

82.84% of registered girls participated in cookie sale program. Continuing to grow this participation will be a great opportunity for our council. As Girl Scouts, we know the cookie sale program helps girls develop key leadership skills like Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics.

### United Way Support

For this fiscal year, the amount from United Ways amount to \$376,913, this reflects decreases from 11 of the United Ways.

### Strategic Learning

- Process was launched with the Board in January 2010.
- Continued by a Strategy Team through June 2010.
- Strategy Team determined our Continual Focus.
- Strategy Team identified our Key Priorities.

### Property

Long Range Property Planning is a policy-level responsibility to review all council-owned or leased facilities, to identify those sites that meet the local membership's program needs and are within the council's ability to finance and maintain. The needs and wants of the market/membership drive program decisions, and the program drives property decisions. The final master plan will indicate how property assets should be utilized to capitalize on site characteristics.

### Timeline

October 2010 – Survey to girls, parents and volunteers

November - December 2010 Plan for Resident Camp 2011 determined

January 2011 Independent market research firm presentation to Property committee and Board of Directors

February 2011 Property chats held throughout council

March 2011 Property chats held throughout council

April 2011 Feedback from property chats analyzed

May 2011 Final master plan presented to Board of Directors

June-July 2011 Master plan communicated to membership

August 2011 Property plans launched

### Plan for Resident Camp 2011

In addition to our traditional summer resident camp, Girl Scouts of Eastern Iowa and Western Illinois is thrilled to announce that we also will offer a troop camping experience for the summer of 2011. Volunteers and families of girls have been asking us to offer an opportunity for girls to camp with their friends and troop and we're going to move forward with plans for this experience.

A task group comprised of knowledgeable volunteers as well as council and camp staff reviewed research, girl and volunteer surveys and financial information to help make recommendations for the 2011 camping season. Our volunteers listened to our leaders and after a careful and well-thought process, we have chosen Camps L-Kee-Ta near Burlington and Tahigwa near Decorah to host troop camping exclusively for the coming summer season.

Both Camps L-Kee-Ta and Tahigwa will offer three weeks of troop camping – including weekends – while Camps Little Cloud near Dubuque and Conestoga west of the Quad Cities will offer the traditional summer resident camp sessions over five-week periods.

These plans will be in place only for the 2011 summer season. During the 2011 camp season, we will offer horse programs at resident camp, and plan to offer horse programs during the troop camp weeks. Day camps will occur at all four camps, too.

While we will be using Camps Conestoga and Little Cloud for five weeks each and Camps Tahigwa and L-Kee-Ta for three weeks each, that doesn't mean our great outdoor facilities can't be used during the rest of the summer or any other time of the year. Each camp is available for use by girls, troops and service units, however, we only will have staff available to help with camp programs during the three weeks that troop camping is in session at Camps L-Kee-Ta and Tahigwa.

#### The Girl Scout 100 Year Anniversary

Moving forward with plans with an active Troop/SU/Take Action Subcommittee and Camporee Subcommittee. Volunteers are busy putting programs together for both Service Units and troops to participate in that will both celebrate our heritage and promote leadership growth for our future. Programs will showcase the leadership that is Girl Scouts. Troops will be building new skills and reaching out to teach them to others and reflecting on the heritage that has made us strong. MarComm developed a marketing plan and began advertising the “100 Women and 100 Girls” campaign to recognize girls and women who have made a difference in their communities. This campaign will be used to launch our anniversary celebration in March of 2012. Be watching for more to come!

#### Communication/Marketing

- GSUSA launched a new brand in July
- GSEIWI was an early adopter of the new brand and its dynamic message
- Enhance awareness to increase brand visibility and organizational relevance of the value of Girl Scouts
- Message: WHAT DID YOU DO TODAY
- Logo refreshed; green color reclaimed

#### **Adjournment:**

Thanks were expressed to those in attendance and recognition given to the new board members. Via drawing, the 2011 Annual Meeting will be held in Dubuque. A motion was made and seconded to adjourn the meeting at 8:10 pm.