

Girl Scouts of Utah Town Meeting April 07, 2010

Attending:

21 Delegate/Alternate Delegates in person
17 Online/Webinar
6 Service Unit Directors
11 Staff
2 Visitors
4 Board Members
Board Chair: Debbie Nielson
Interim CEO: Lisa Hardin-Reynolds

Introductions

Debbie Nielson, Board Chair, welcomed all. Debbie announced Elaine Pace has left Girl Scouts of Utah to pursue other opportunities and introduced Lisa Hardin-Reynolds as Interim CEO. Lisa held this position 7 years ago; the board has complete confidence in Lisa. The board will create a search team and begin the process of selecting a new CEO over the next few months.

Debbie Nielson informed volunteers that the National Governance Task Group has explored different ways to stay connected and put best practices in place. Webinars offered to delegates have been very successful and this format has shown an increase in participation. Any comments, suggestions or feedback from volunteers is welcome by May 10, 2010, to Debbie Nielson for the next governance meeting.

Management Report

Lisa Hardin-Reynolds thanked everyone for support and is honored that the board has chosen her as Interim CEO.

GSU strategic learning started in November 2009 with a Board of Directors and Leadership Team strategy session. The following overview covered the new GSU strategy as well as the focus areas for the next three to six months. (PowerPoint presentation available; contact Peggy Emery, Administrative Assistant)

Outline:

- Strategy Overview
- Common Themes
- Next Steps
- 3–6 Month Focus Area

Girl Scouts of Utah Strategy:

Vision: Girl Scouts of Utah is the organization of choice for girls and the recognized expert on girl issues in Utah.

Mission: Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Strategy:

- Grow Traditional Girl Membership
- Increase Awareness and Appeal
- Deliver Excellent Programming
- Diversify and Grow Income

Common Themes:

- Focus on girl, volunteer, and other stakeholder needs and wants
- Grassroots engagement
- Deliver on the Girl Scout brand
- Pursue partnerships
- Simplify, streamline, and focus
- Measure and deliver
- Teamwork

Next Steps:

- Continue to develop plans with the input of girls, volunteers, and other stakeholders
- Develop the plans > Work the plans
- Measure success

Strategy is a Journey, Not a Destination

3–6 Month Focus Areas:

- Camp
- Girl Scout Brand
- Renewal Campaign
- Personify - Customer Relationship Management System
- Fundraising

Cookies

Girl Scouts of Utah 2010 Cookie campaign was a phenomenal success. Girl Scouts of Utah was #1 per girl seller in the country.

- 109,100 cases was the goal
- 122,077 cases were ordered through troops

- 124,524 total shops sales
- 15,424 case increase from last year

The cookie bill was paid and Girl Scouts of Utah received an incentive of \$14,943.00 from the cookie company. With a 3% increase in last year's sales and the increase in sales this year Girl Scouts of Utah will receive an additional 3 cents for each case sold. Total incentives back: \$33,622.00.

Lisa wanted to voice how impressed she was with our volunteers. Her own experience with her daughter this year during cookie sales put her in awe of our volunteers' and girls' efforts.

Capacity Analysis Task Group

- Girl Scouts of Utah's three properties were reviewed
- Orem property lease is up in July 2010
- Ogden property lease is up in 2013
- Council Resource Center in Salt Lake is owned by Girl Scouts of Utah
- The board has empowered the task group to look to purchase a small home or office to replace the leased space in Orem.

Governance Report

Debbie Nielson reports more delegate trainings will be offered in September 2010 and the training materials will be re-vamped.

- Delegates tend to be longer-term members of Girl Scouts; webinars work best for this group
- Girls prefer face to face training, which was a surprise from this generation
- Webinar training has been more successful in this training format
- Webinars will continue to be offered for delegate training

Bylaws Review

Every three years bylaws are reviewed and verbiage updated.

- Only one change this year has been suggested for Article 2 #5 page 5
- Add/Change: **In preparation for the regular meeting**

Article II

5 Responsibilities of the Nominating Committee.

The committee shall present to the Corporation a single slate of nominees for: (a) officers of the Corporation; (b) members-at-large of the Board; and, (c) nominees for members of the Nominating Committee. **In preparation for the regular meeting of the National Council of GSUSA, the committee shall present a single slate of nominees for delegates to the National Council, and a single slate of nominees to fill vacancies among elected National Council delegates, should vacancies occur. In**

addition, the Nominating Committee shall recommend individuals to fill vacancies on the Board between Annual Business Meetings.

Question: Article 1 #2 A volunteer would like to know if the age for delegates could be changed to accommodate Girl Scout Cadettes not yet age 14.

Answer: Lisa Hardin-Reynolds informed the volunteer this is mandated by state law and GSUSA and cannot be changed.

- No other questions or concerns were presented regarding bylaws.
- This bylaws change will be submitted to the delegates for a vote at Annual Meeting

Annual Meeting

- August 27, 2010 at Trefoil Ranch
- Previous town meetings suggested Annual Meeting be tied to another event for the convenience of volunteers. This was considered and implemented for this year's meeting
- Annual Meeting will be followed by Team Jam
- Friday night, August 27, will be Annual Meeting. Directly following the event Team Jam will begin and continue through Saturday
- CORRECTION: Annual Meeting will be held on Saturday, August 28th. Further details will be communicated.

Question: What is Team Jam?

Answer: Team Jam is an opportunity for Service Unit Team Members to join together to kick off a new year. Team Jam offers team building, workshops, training and fun. Team members are: Service Unit Directors, Service Unit Director's Bud, Event Director, Financial Director, Registrar, Cookie Manager, and now delegates for the first time.

Question: How will this affect girl delegates? Will they have separate sleeping areas? Isn't Team Jam an adult only activity?

Answer: Girl delegates will be welcome to join in the activities of Team Jam. Consideration of a separate sleeping area for girls only will be offered if wanted. If a girl is a delegate for the Service Unit, then Team Jam will be opened to all regardless of age.

Trefoil "Raise the Roof" Fundraising Effort

A challenge grant of \$60,000.00 from The Eccles Foundation was donated to Girl Scouts of Utah upon GSU raising an additional \$60,000.00 by March 15, 2010.

- \$23,849.00 in cash donations received
- \$31,178.00 in pledges
- \$63,800.00 in-kind, architect, materials, labor, and roof

Total raised towards new bungalow over \$178,000.00 Large hooray!

Donations towards the bungalow are still being accepted. Contact Julie DeLong, Development Alumni Relations Director.

Debbie Nielson reminds everyone that funds are still needed throughout the Girl Scout program for many other areas of interest. Cookie funds are used for girl program based activities.

Open Floor

Question: Why was there no "We Can Do It" troop camping offered this year?

Answer by: Char Corbit, Director of Property Management.

- No one signed up and numbers for participating in this camp program have declined the last two times offered. Decision was made to accommodate more "Meet you in the Middle" and "The Works" programs.
- Older troops can rent the facility and do their own weekend "We Can Do It" program.
- Cloud Rim and Trefoil are available for troops to use; call on availability.

Question: Why not offer a Wider Opportunity or camp exchange for Utah or a national event welcoming other Girl Scouts across the country for an Event?

What would it take to offer an older girl *destination*?

Answers by: Char Corbit and Lisa Hardin-Reynolds

- Service Unit and even troops can plan and implement their own Wider Opportunity events.
- Volunteers or older girls take the initiative and provide opportunity
- Council has resources to help Service Units and troops plan these activities.
- Other states have offered national/Wider Ops in their areas to help with numbers for their events.
- Girl Scouts of Utah priority is girls in Utah, providing quality program and events for Utah girls.

Comments:

- Request more older girl events and activities.
- Team activity events for older girls (Team Jam for girls).
- Girl Scouts of Utah needs to keep volunteers and older girls advised of Wider Opportunities coming available to older girls and camps available across the country.
- Email older girls directly on events and camps.

- Bring older girls in to help with planning *Fun Stuff* activities, especially for 10th to 12th graders.
- Create a girl planning committee "Let the Girls Do It."
- Encourage older girls to sign up for events and camps.
- Opportunities for older girls have been offered. Participation from older girls has declined. Opportunity for Jackson Hole Whitewater trip with Suncrest Service Unit had only two girls registered. If older girls are interested please contact Marie Grogan. She will extend the age level to include older girls and extend deadline. Must act now!
- Service Units provide and promote older girl activity/events in *Fun Stuff*.
- More events are not the answer; provide less but make larger and better.
- Troop 25 in Wasatch Service Unit is planning a Wider Opp to Our Cabaña or Our Chalet. If interested contact Sarah.

Question: Will there be any "He & Me" camp opportunities?

Answer: *Fun Stuff* coming out in the fall will have a "He & Me" camp.

Question: Why not offer more entry level camp opportunities for Junior or Cadette Girls?

Answer: "She & Me" camps will be available in the fall issue of *Fun Stuff*.

- Resident camp opportunities are created for girls. Program is about progression and Junior and Cadette girls should have had an entry level camp experience by this age level.
- Girls who have not had this progression by this grade level can participate in the many other minicamps offered. More to come in fall catalog.
- There is only so much room on a calendar to offer program and summer months. The priority is to offer resident camp to girls. Offering other programs takes away from girl programs.

Comment: Volunteer would like to thank council for the Girl Scout Weekly. She loves it, and forwards to all her parents in troop. Comment received applause.

Question: What is a traditional Girl Scout?

Answer: Lisa Hardin Reynolds: Traditional Girl Scout is a member in a troop or experiencing Girl Scouts in a troop.

Question: Is membership a national struggle or a Utah struggle?

Answer: Lisa Hardin Reynolds: It is a national struggle. Membership is down nationally.

Comment: Volunteers would like to have a Daisy cookie patch. Girl Scout Daisies work hard. Volunteers and Daisy girls would like to have a cookie patch to earn for this grade level.

Comment: Volunteer lunch and recognition was expensive at \$22.00. Many cannot attend due to the cost. Volunteer feels it's unfair because it excludes people.

Answer: Lucy Smith, Director of Program:
Valid concern, the cost to provide a lunch is the majority of the cost for this event. Cost of room, program and awards has its expense. In order to provide a quality event cost is a factor. Service Units are encouraged to provide a Service Unit level recognition event. Survey will be available at event and a Survey Monkey will go out to volunteers to get input on what volunteers want. Lucy will provide survey forms to those present at Town Meeting at end of evening.

Comment: Volunteer suggests that Service Units help cover cost to attend or help pay for a portion of event. Funds in Service Unit account can be used if members choose to use it in this way.

Question: Is there a way to have programming for multiple grade level troops? Volunteer would like more resources for multiple age level troops.

Answer: Google online for scout badge coordinator. Website helps leaders line up badge and Try-Its for multiple levels, making work with mixed level troops easier.

Girl delegate comments that she does not like the Journey program.

- Program too touchy feely for most girls
- Program takes too long to complete
- Program takes away from other activities/events

Comment: Check out new Journey, others give it a better review then first journey program

Question: Is there a required order to do Journeys?

Answer: No, you can complete any journey in any order.

Comment: Did not like the Bundle program in this years cookie sale

- Bundles pointless and made no sense. What was the benefit?

- Caused more work to figure out orders
- Weather problems, want to change time of year for cookie orders/sales

Comment: Girls do not like choices on cookie awards and would like to choose prizes.

- Girls can vote on prizes at cookie awards in June
- Online voting offered for girls and volunteers to vote on prizes received
- Little Brownie Bakers conducts market research for prizes offered

Question: Can older girls choose to receive more activity credits then prizes offered?

Answer: Lisa Hardin-Reynolds: This is a possibility. Volunteers and girls need to understand that Girl Scouts of Utah provides a higher credit then other councils. If activity credits are offered instead of awards it would not add much more then already received. There is a consequence in overall cost when other incentives are offered. Other councils charge more for cookies to cover cost of prizes. Older girls wanting more cookie credits instead of prizes will require research and a proposal put to the board.

Comment: Volunteer informed those present that Girl Scouts of New York charges \$7.00 per box for cookies. She felt this is why so many out of state individuals purchase cookies from Utah. This may be why Utah ranked #1 in per-girl cookie sales.

Comment: Lisa: Next year's cookie theme is "Starting Today."

Question: Do we have the numbers on Gift of Caring cookie donations? Is it possible to have numbers sent out in Girl Scout Weekly newsletter?

Answer: Lisa: No, numbers are still being tallied and we should have totals to announce at Cookie Awards in June. Yes, we could send out in newsletter.

Comment: Girls wanting to join a troop are not being responded to. Why is this a problem when troops in the area have space? What is the problem with troops meeting in schools?

Answer: Kathy Schow, Girl Services Director: Membership has followed every lead and contact to try to get troops started in schools. School districts have been uncooperative. Best advice is for volunteers to have a personal connection with the principal or PTA and establish a relationship with schools directly. Membership has list of girls seeking a troop. Volunteers wanting more girls to join their troop can call anytime to get this list. Membership tries to place every girl possible; it is ultimately up to the troops to welcome new girls.

- Question: Could we have a mentor within the Service Unit that can be the go-to person for new parents and girls within the area. Could we have parents come to Service Unit meetings? It is harder to turn a parent/girl down when you see them face to face.
- Answer: Yes, the Service Unit can establish a mentor and welcome parents to monthly meetings. Service Units need to decide how they want to develop mentors or a membership welcome committee.
- Comment: Communication among membership, Service Units and troops should be better streamlined so new members or requests do not get lost or left out.
- Question: Why have cookie credits remained the same and cost of events and camps have gone up?
- Answer: Lisa: Utah gives more funds per box to troops and girls then other councils. The cost of events and camps is lower then other camps in Utah and across the country. In order to provide quality program it is necessary to charge accordingly.
- Question: Why is council so strict with resident camps requiring a girl to have completed a grade level? If parent feels a child is not at level or is advanced with her peers why not let parent decide level of girl's camp experience?
- Answer: Char Corbit: Camp and events are designed for age appropriate activities. Girls in 9th to 12th grade are interested in different things than 6th to 8th graders. Girls in kindergarten have different needs then those girls in 6th grade, regardless of mentality. Quality experience and enjoyment for all girls is considered when offering camp and program activities.
- Question: Why can't troops hold activity credits for more then two years? Troops wanting to go on a trip or Wider Opportunity can not always afford the experience and have a hard time selling enough cookies within a two year period.
- Answer: Junior Girl Scouts and older can do other money earning projects as stated in Volunteer Resource Guide (troop money earning, Chapter 2, page 13). Activity credits can be held for 2 years since troop trips and Wider Opps are for older girls only and should be completed within this time frame. Trips at this level should be girl driven.
- Question: Can we offer more training opportunities or bring training to Service Units?

Answer: Gloria Bircher, Education Manager: Yes, training can be brought to a Service Unit. Contact Gloria with training request and at least a 6 week notice. Council is limited on trainers and can use more. If anyone wishes to take training to become a trainer, contact Gloria. Training can be offered anytime of the year; just keep in mind there are only a few trainers available across the state.

Evening Concluded

Notes taken by Cheryle Hatch, GSU staff
4/7/10

Addition to Minutes - Information came to light following the meeting regarding the time frame for annual meeting at Team Jam. It will be held on Saturday afternoon rather than Friday evening. More information will be forthcoming to delegates.