



Welcome & Introductions

Leslie Egan, Board Chair

2016 - 2019 National Delegates



Maeghan Lasley
National Delegate



Carolyn Johnstone
National Delegate



Katie Dolan
National Delegate



Hannah Yeagley
National Delegate



Barbara Gray
National Delegate
Alternate



Sue Dickey
National Delegate
Alternate



Sophia Dodge
National Delegate
Alternate



Liz Rubens
National Delegate
Alternate



Amelia Slama-Catron
National Delegate
Alternate

2019 – 2022 National Delegate



Tamma Bahr
National Delegate



Wendy Burgun
National Delegate



Margaret Mower
National Delegate



Brekke Pattison
National Delegate



Abigail Slama-Catron
National Delegate



Lia Timoteo
National Delegate



Kyrene Benfield
National Delegate Alternate



Kate Rooney
National Delegate Alternate



CEO Report

Lisa Hardin-Reynolds, Chief Executive Officer

girl scouts
of utah



Camp Cloud Rim Property Update



Camp Cloud Rim: Timeline

1934:

- With the assistance of many community leaders, girl scout volunteers, a US Senator and other politicians, \$10,000 is raised to build a girl scout camp.

1935:

- Park Utah Mining Company donates 11 acres of mountain property on the shores of Lake Brimhall to Salt Lake City in order for the W.P.A. to construct facilities for a girl scout camp.

Camp Cloud Rim: Timeline

1937:

- Salt Lake City deeds the 11 acres donated by Park Mining Company to the Salt Lake Council of Girl Scouts with a clause that prohibits girl scouts from ever selling the property.

1950:

- Park Utah Mining Company agrees to lease an additional 11 acres adjacent to the 11 acres that were donated in 1937.

Camp Cloud Rim: Timeline

1977:

- United Park City Mines Company allows Girl Scouts of Utah to construct a quarter mile pipeline from Blood's Lake, as well as a water treatment plant in the northwest corner of the leased property.

1980:

- Girl Scouts of Utah leases a 5.5 acre parcel known as the Wave Claim from the BLM. The 5.5 acres abuts the 11 acres on the southern boundary.

Camp Cloud Rim: Timeline

Map of Original GSU Holdings:



Camp Cloud Rim: Timeline

1994:

- Construction begins on a \$3M lodge to replace the previous lodge destroyed by a fire in 1992.

1995:

- United Park City Mines Company allow the construction of six cabins and a latrine on the leased property.

Camp Cloud Rim: Timeline

1998:

- United Park City Mines Company announce plans to build a resort community on the property they own that surrounds Camp Cloud Rim.

2000:

- GSU begins dialogue with United Park City Mines Company to extend our lease or gifting or purchasing property and water rights.

Camp Cloud Rim: Timeline

2003:

- United Park City Mines Company sell their property holdings to Talisker Development Company. Talisker approaches GSU about selling the 11 acres of property that Camp Cloud Rim is built on.

2005:

- Following several offers from Talisker, the Board of Directors make a definitive decision to stay on the Camp Cloud Rim Property and preserve its programs in their entirety. GSU knew there was a possibility that Talisker would terminate the lease with GSU when it was ready to start its development.

Camp Cloud Rim: Timeline

2012:

- Girl Scouts of Utah purchase 236 acres of land adjacent to the leased 11 acres. The purchase served two purposes:
 1. Gave GSU a place to relocate their camp should they be pushed out by Talisker and their developments
 2. Gave GSU leverage to re-negotiate the year-to-year lease of the 11 acres

Camp Cloud Rim: Timeline

2015:

- Talisker forfeits on their development plans and lease of the 11 acres reverts to Park City

2017:

- Park City holds a capital campaign to purchase all the property that Talisker was planning to develop. The area now referred to as Bonanza Flats was purchased through a city bond (tax payer funds)

Camp Cloud Rim Resolution

2019:

- In June 2019, Utah Open Lands reached out to GSU about the Bonanza Flats Conservation Easement (BFCE) which was being finalized for adoption
- Knowing the BFCE would impact the Leased Property, GSU approached Park City about entering into a new lease agreement to provide for GSU's continued use of the Lease Parcel

Camp Cloud Rim Resolution

2019:

- Negotiations for a long-term lease resume between Park City, GSU and Utah Open Lands
- Park City presents GSU with an opportunity to swap leased parcel, with part of the 236 acres owned by GSU

Camp Cloud Rim Resolution

December 12, 2019:

- GSU Board of Directors held a special meeting and carefully reviewed the proposed terms of the exchange, and weighed pros and cons
- The board voted unanimously to move forward with the exchange

Camp Cloud Rim Resolution

Terms of the exchange:

- 170 acres of the 236 acres that GSU purchased in 2012 would be deeded to Park City
- GSU would agree to adhere to a restrictive covenant prepared by Utah Open Lands
- In return, Park City would deed the previously leased 11 acres that Camp Cloud Rim sits on to GSU plus deed an additional 5 acres around Lake Brimhall
- Park City would enforce a 50 acre buffer zone around Camp Cloud Rim preventing public access to the camp
- Park City would agree to a 99 year water lease

Camp Cloud Rim Resolution

January 9, 2020:

- Girl Scouts of Utah presented the exchange in a public forum to Park City council
- Park City council voted unanimously to accept the exchange

January 29, 2020:

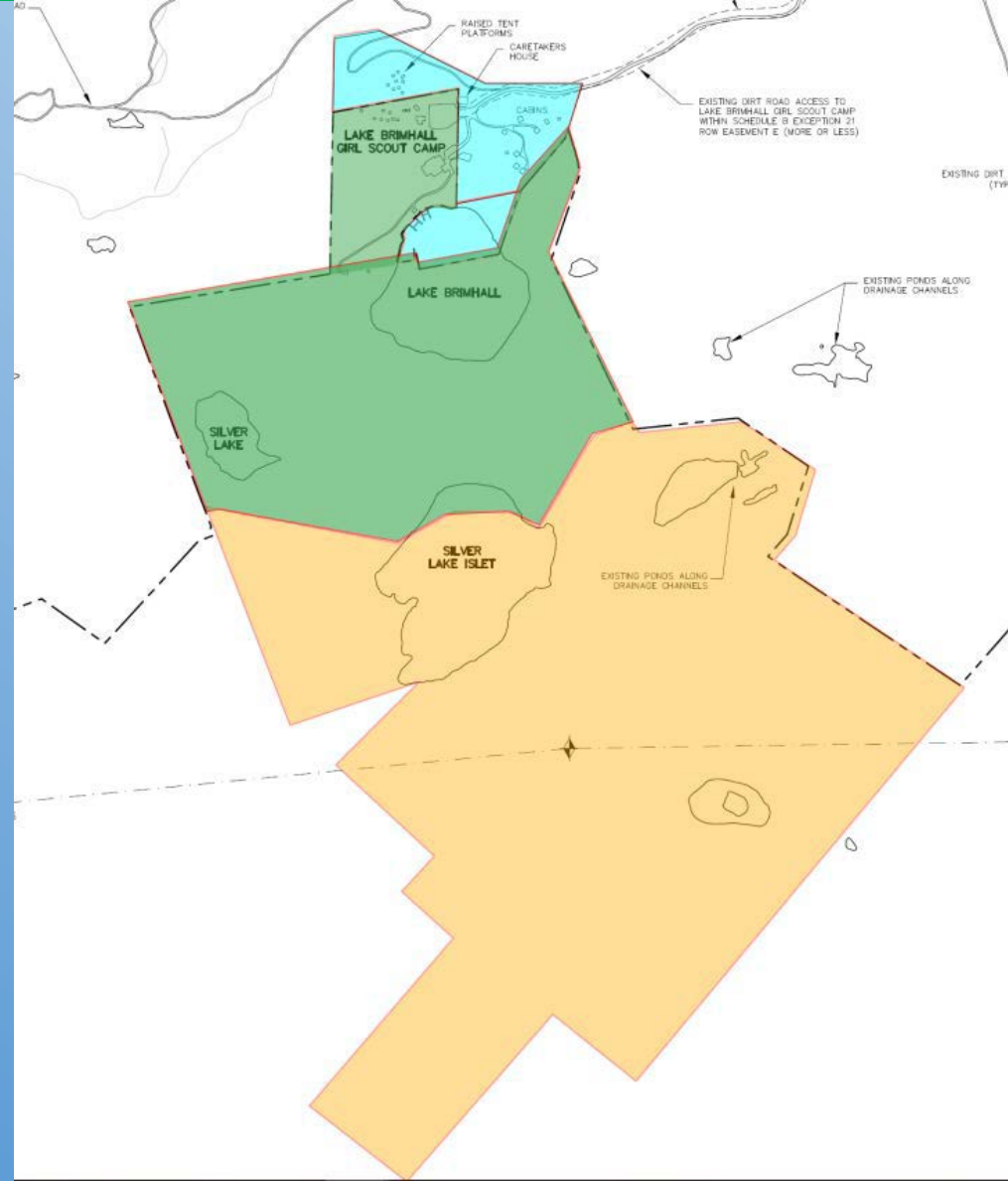
- On January 29, 2020, GSU Board Chair, Leslie Egan, and CEO Lisa Hardin-Reynolds sign legal documents in Park City finalizing the exchange and securing the Camp Cloud Rim property for generations to come

Camp Cloud Rim Resolution

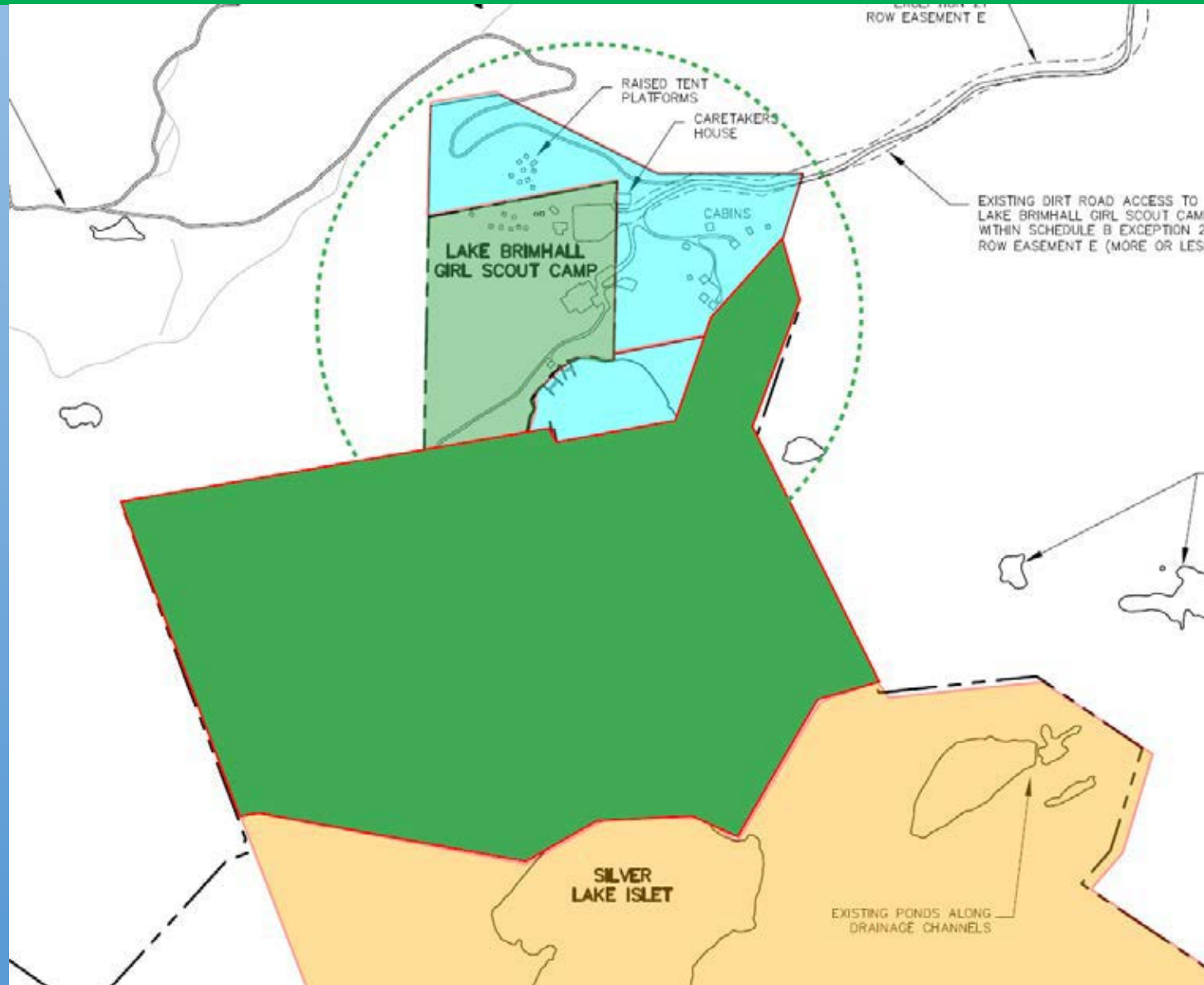
Summary of Exchange Outcomes:

- Resolves 70 years of property concerns
- Camp Cloud Rim will now operate on 93 acres
- Secures the privacy and safety of girls as general public has no right to enter GSU lands, including all property surrounding Brimhall and the buffer zone
- Settles Camp Cloud Rim's land issues and positions the council to launch a capital campaign to resolve property debt
- Water rights are secured for camp operations
- Ensures that GSU has sole access to Lake Brimhall

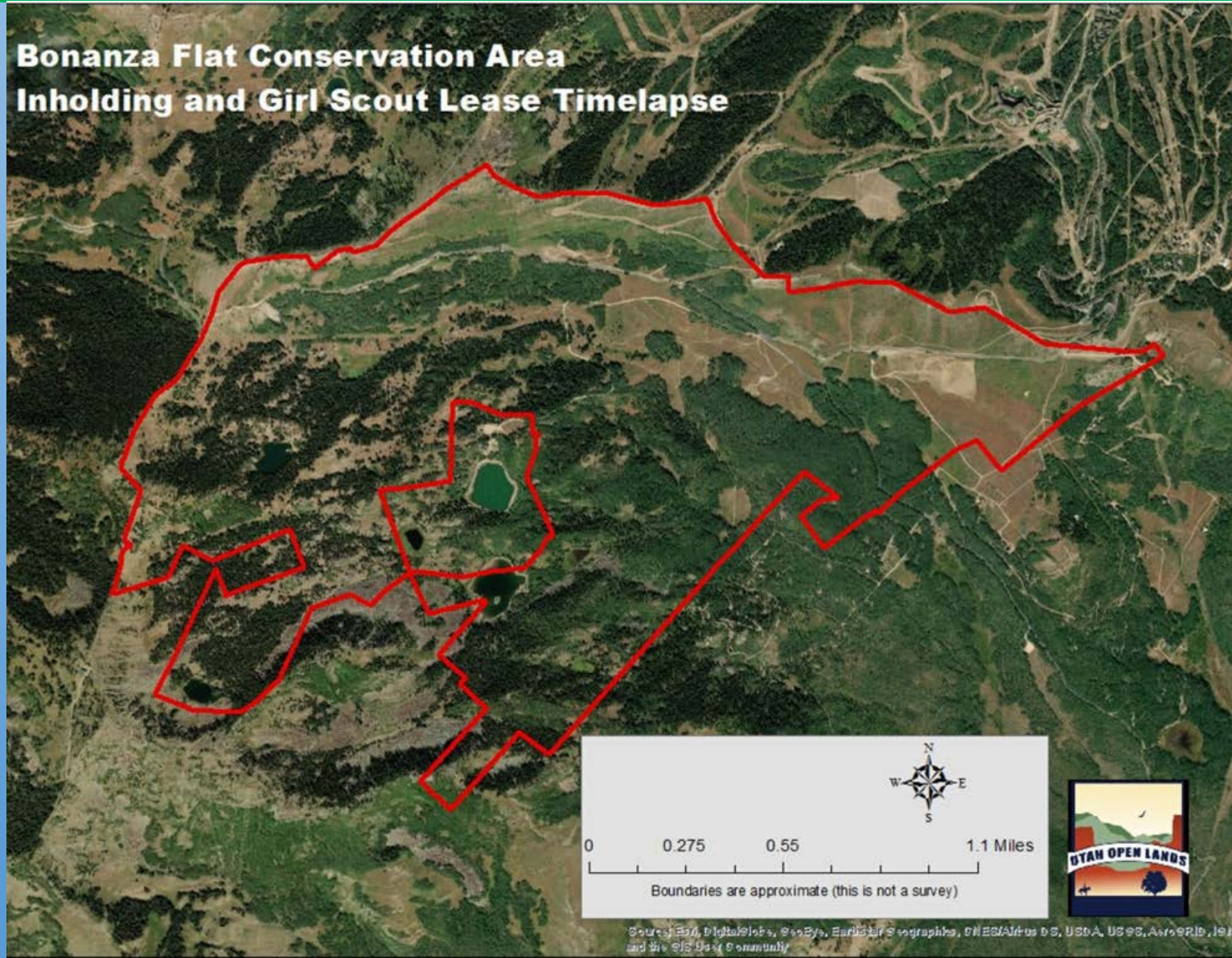
Camp Cloud Rim Resolution



Camp Cloud Rim Resolution



Camp Cloud Rim Resolution



GSUSA Boost Program

The GSUSA BOOST process takes us into a deeper dive in operations, staffing, membership, council processes, training and other areas that impact membership results.

Working alongside a designated consultant with GSUSA, we have access to other GSUSA subject matter experts and staff to support the effort. A tactical plan is created and recommendations for driving change and improvement is combined into a 90-day plan.

In October, GSUSA brought two staff to GSU to spend two days asking questions with every staff member. They developed a suggested tactical plan and working with Lisa and Ruth, our Chief Operating Officer, teams were formed to work out what needs changed or improved.

Results:

- Big praises from GSUSA. Our staff were some of the most positive and upbeat people they have worked with in this process.
- Noted that our staff already recognized the need for improvement.

Recommendations:

- Suggested eight areas that would be the focus for engagement, clarification and improvement.
- Recommended that we form cross functional teams to meet, discuss, decide, and develop deliverables and an implementation plan.

Areas of Focus:

- Recruitment and Retention Strategy and Planning
- Service Unit Volunteer Engagement
- Internal Communications (staff)
- External Communications (members and public)
- Role clarity within our staff
- Staff Onboarding and Training
- Volunteer Onboarding and Ongoing Support
- Salesforce Process Improvement

Where are we now?

- We have completed the first 60 days of our project plan.
- The Recruitment & Retention Team and the Salesforce Process team are meeting twice. They have completed their first tasks and about to embark on part two.
- We have discovered some broken processes that will lead to better customer service, duplication of efforts among team members, and developed some new plans to help increase our communication.
- Feel this has been very successful in helping our new staff blend with our tenured staff in creation of processes and procedures that will benefit all.

Also New from GSU:

- **Upgraded Camp Registration System UltraCamp**
- **Council Bylaw Revisions**
- **New Strategic Plan Launch**
 - Reach and Retain More Girls
 - Transform the Volunteer Experience
 - Relevant Brand
 - Reimagine Revenue Resources
 - Effective Operations
 - Equity



GSUSA Brand Position Update

Scouts BSA Social Media Efforts



Utah National Parks Council, Boy Scouts of America

November 18, 2019 · 🌐

The new initiative takes different aspects of children and youth's lives and teaches them how they can use that aspect to become closer to their Heavenly Father. If sports, music, and art classes can be considered an aspect or activity, why can't Scouting?



About this website

[BLOG.UTAHSCOUTS.ORG](https://blog.utahscouts.org)

Why Church Members Should Use Scouting to Complement the New Youth Initiative - The Boy Scout | Utah National Par...



Utah National Parks Council, Boy Scouts of America

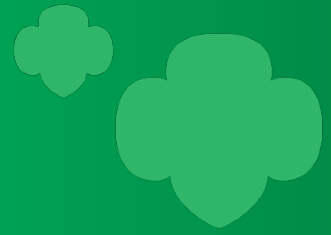
November 20, 2019 · 🌐

Are you interested in rock climbing and don't know where to start?... We can help.

www.utahscouts.org/GoCamping



Scouts BSA Social Media Efforts



Scouts BSA Social Media Efforts



Utah National Parks Council, Boy Scouts of America added an event. ...

October 29, 2019 · 🌐



SAT, NOV 16, 2019

Payson Scouting Join Night - All-girls Troop #1734



Other

★ Interested



Utah National Parks Council, Boy Scouts of America added an event. ...

November 12, 2019 · 🌐



THU, NOV 21, 2019

Lehi Scouting Join Night at Michael Owens' Home



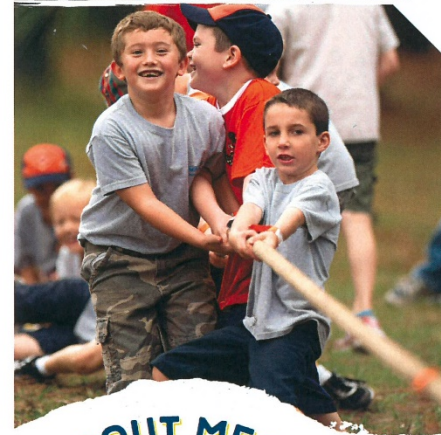
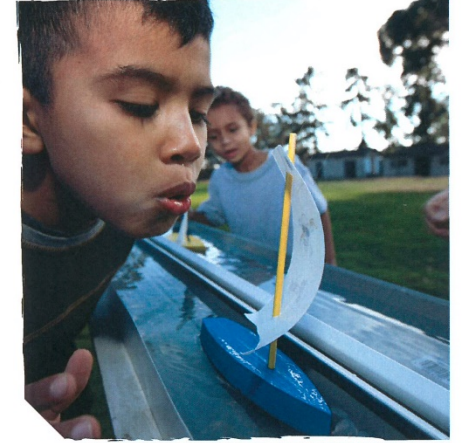
Other

★ Interested

Scouts BSA Imagery

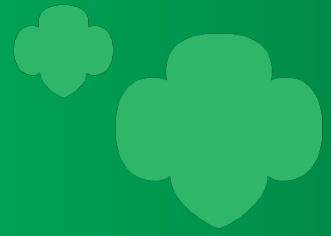


JOIN CUB SCOUTS



ADVENTURE IS WAITING.
Build Yours At BeAScout.org

What Can I Do?



KNOW OUR BRAND

Protect our intellectual property, submit issues to info@gsutah.org

TELL OUR STORY

What makes Girl Scouts different?

REACH MORE GIRLS

Increase awareness, create opportunity

Marketplace Confusion



What if someone asks you, "What's the difference between Girl Scouts and Boy Scouts?"

- Girl Scouts and Boy Scouts are two completely different organizations.
- The Girl Scouts leadership experience is designed with, by, and for girls – every G.I.R.L.! And research shows there's no better place for her to discover her full potential!

TIP:

**Stay positive! Don't put other organizations down.
Just lift Girl Scouts up!**

Marketplace Confusion

We remain steadfast in our knowledge that Girl Scouts is the world's single best leadership development program for girls.

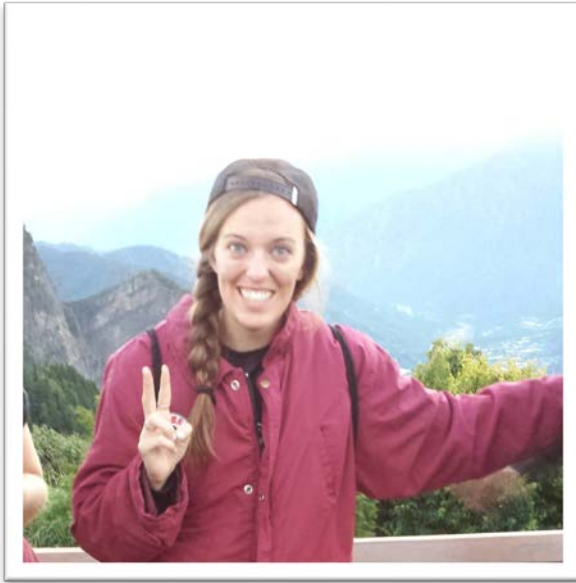




Program Update

Mindy Harmon, Senior Director of Programs

GSU Program Team



Kelli Freeman

- Highest Awards
- Travel
- Life Skills
- Entrepreneurship



Steffi Lietzke

- STEM
- Juliettes
- Community Partner Programs



Candice Olson

- Camp Director at Camp Cloud Rim
- Minicamps
- Never the Same Weekends



Lauren Raivan

- Camp Director at Trefoil Ranch
- Minicamps
- High Adventure Support



- 6 Civics Education badges – 1 per level: Daisy, Brownie, Junior, Cadette, Senior, Ambassador
- April 18, “Girl Empowered” event for Cadettes, Seniors, Ambassadors

Entrepreneurship Pillar

- 6 Entrepreneurship badges – 1 per level: Daisy, Brownie, Junior, Cadette, Senior, Ambassador





- **February** – STEM No-school Day
- **March** – STEM Fair
- **April** – Think Like an Engineer Journey Day
- **April** – STEM 101 Training
- **April** – Cybersecurity (St. George)
- **April** – Think Like an Engineer (St. George)
- **June** – Entertainment Technology
- **June** – Think Like an Engineer Journey (American Fork)
- **July** – Astronomy Explorers (Camp Cloud Rim & Trefoil Ranch)
- **July** – Science Explorers (Ogden)

- Resident Camp
- Troop Camping
- Family Camp
- Minicamps
- Day Camps



Highest Awards



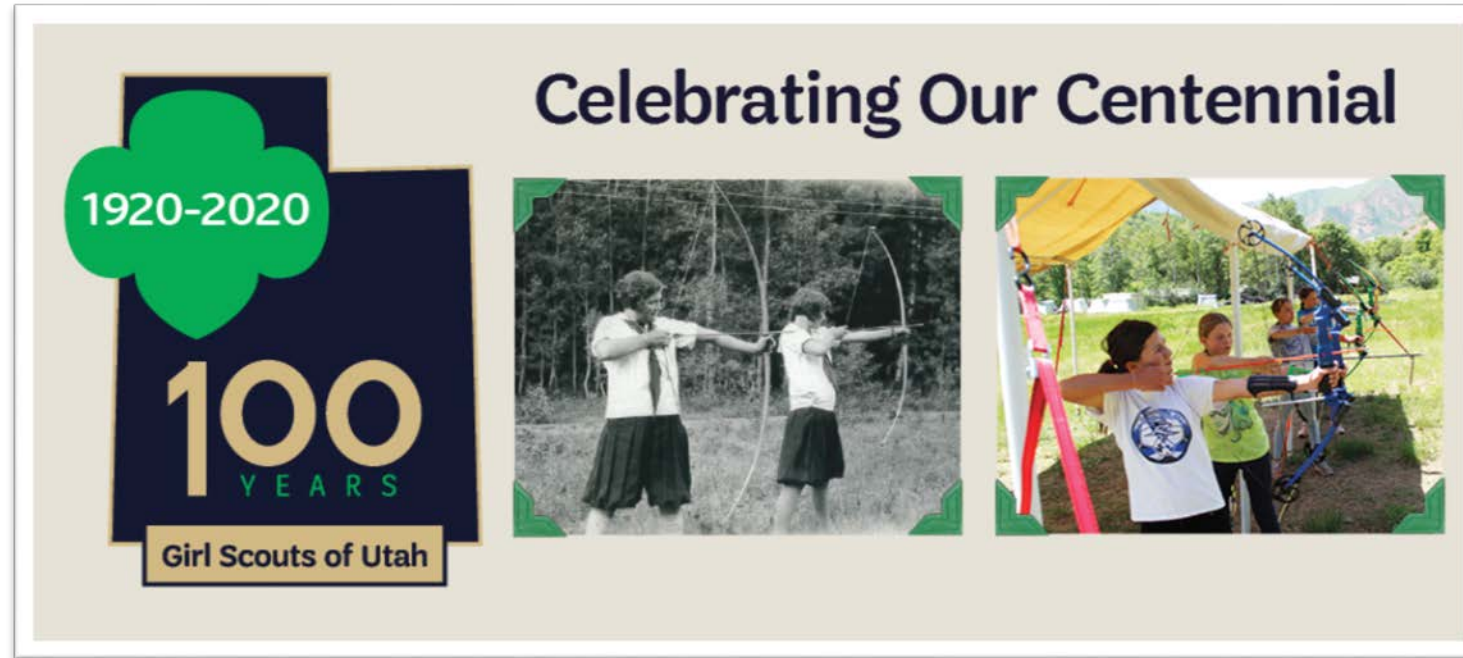
- New online Gold Award resources from GSUSA

Highest Awards



- New online Gold Award resources from GSUSA
- More Silver Award online resources from GSU coming soon
 - Change to Bronze Award recognition

Centennial Programs



- May 8, Centennial Celebration
- May 9, Centennial Bridging Ceremony
- Centennial Council Patch Program

National Convention

- October 23–25, 2020 in Orlando, Florida
- Global Roundtable
- National Delegates participation in National Council Session
- Top Cookie Sellers
- G.I.R.L. 2020 Council Trip
- Family Trips
- Troop Trips





Finance Update

Linda Neeley, Senior Director of Finance



Cookie Program Update

Report on FY 2019 Cookie Sales

Cookie Sales Total		\$5,980,829
Cost of Products	\$1,602,073	
Troop Proceeds	\$586,787	
Service Unit Proceeds	\$66,745	
Total Costs		\$2,255,605
Net Proceeds		\$3,725,224



Cookie Pricing

Fiscal Year	Core cost/box	% Change	Specialty cost/box	% Change	Paid to Baker
FY2015	\$0.975				\$1,321,329
FY2016	\$0.995	2.05%			\$1,377,630
FY2017	\$1.015	2.01%			\$1,560,955
FY2018	\$1.010	-0.49%	\$1.995		\$1,608,667
FY2019	\$1.030	1.98%	\$2.015	1.00%	\$1,602,073

How the Cookie Crumbles

How the Cookie Crumbles

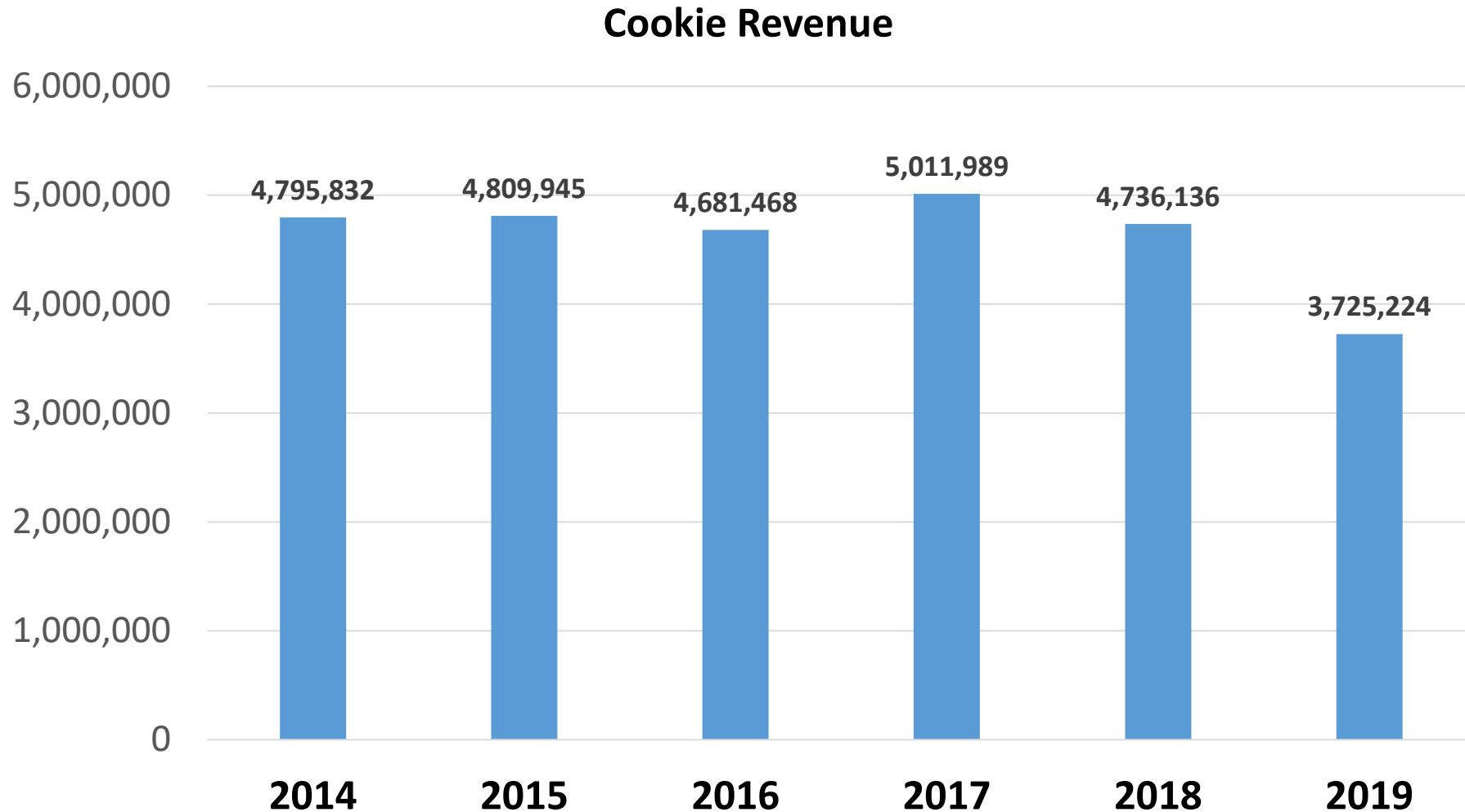
2020 Projected





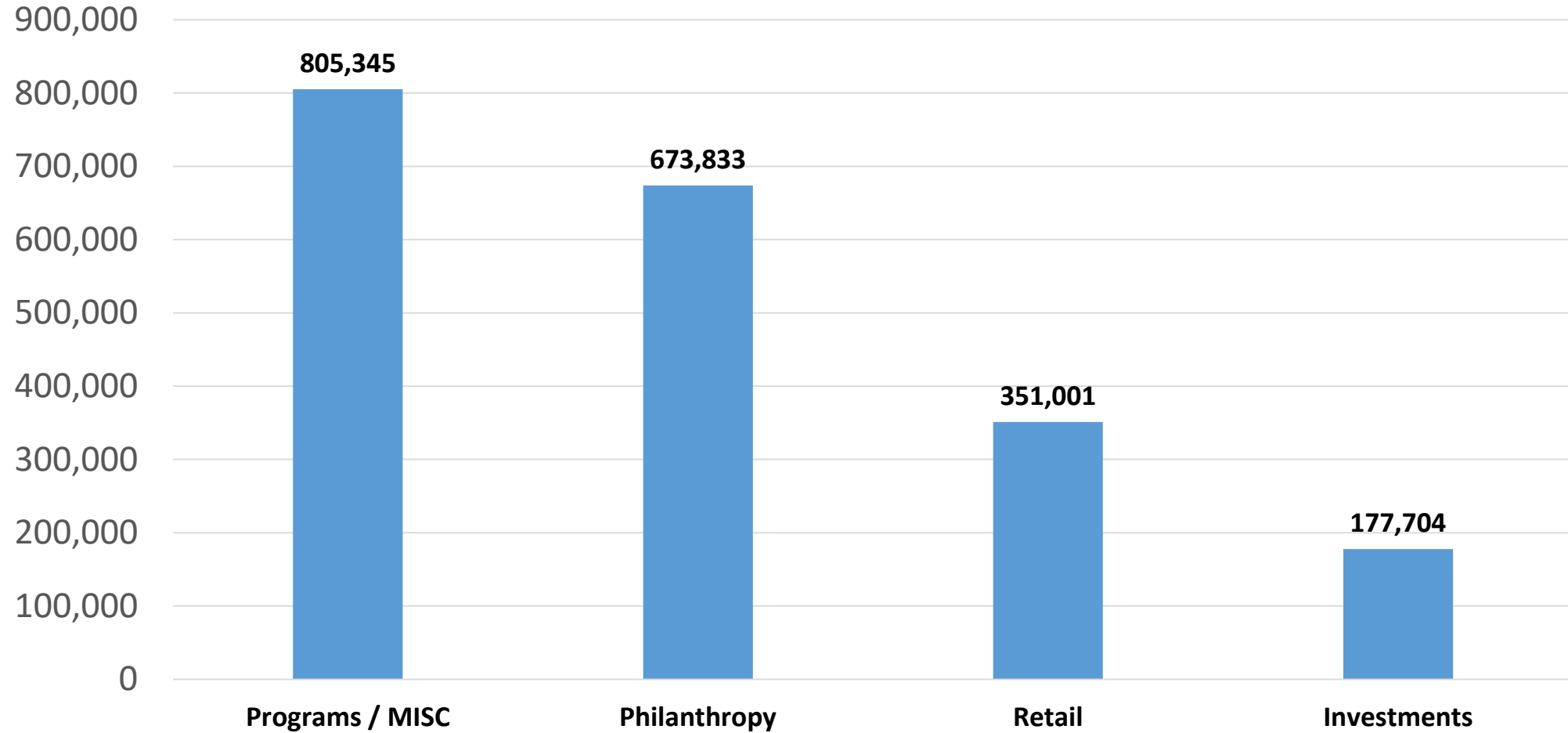
Fall Product Sale Report

Report on FY 2019 Fall Product Sales		
Fall Sale Total		\$48,654.00
Cost of Products	\$20,308.23	
Incentives	\$1,445.45	
Troop Proceeds	\$4,865.40	
Net Sales		\$22,034.92

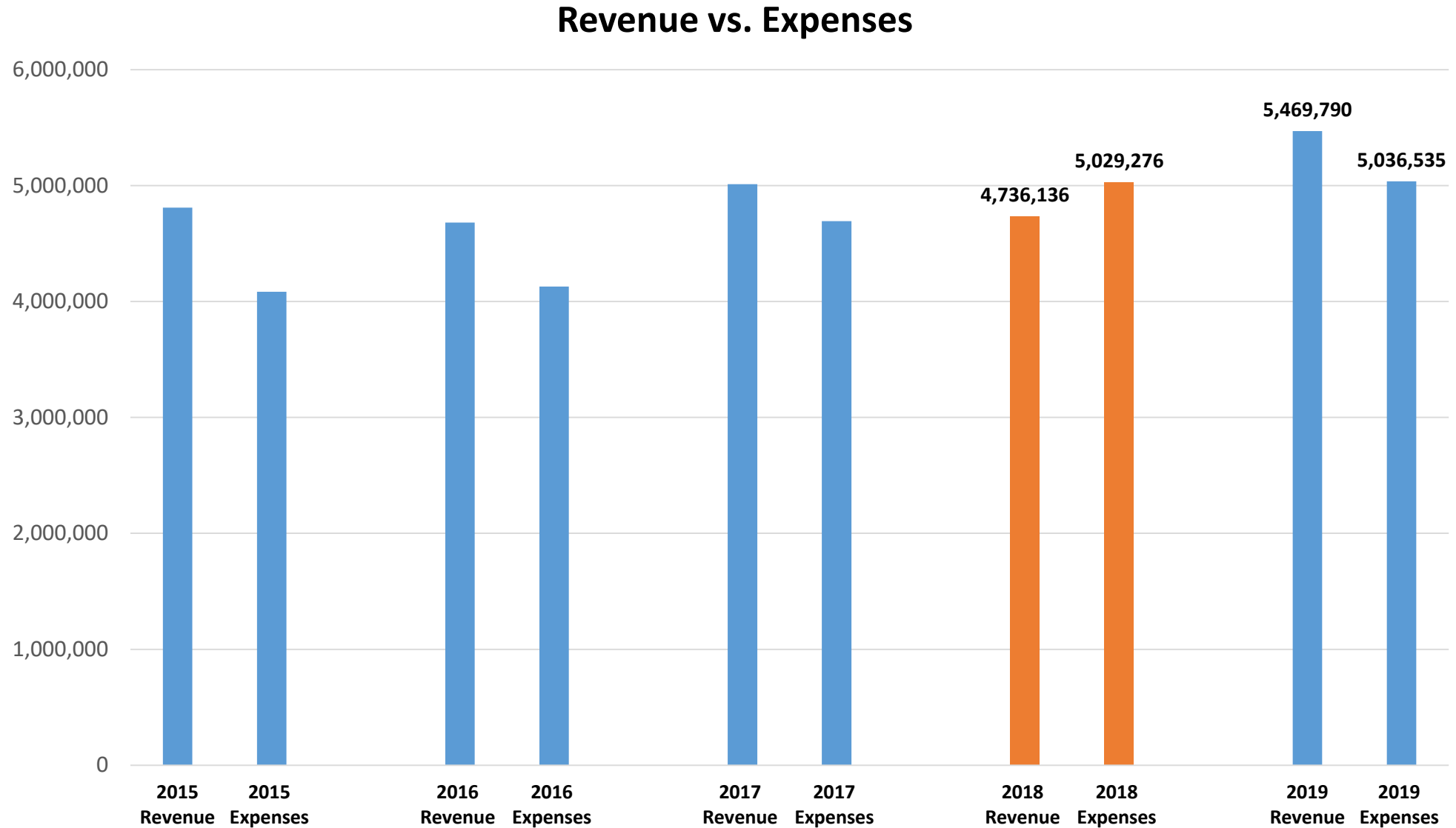


Other Revenue Sources

FY 2019 Non-Cookie Revenue



Revenue vs. Expenses





Membership Update

Lisa Hardin-Reynolds, Chief Executive Officer

Membership Update

5,608

Total Girl Membership ?

▼ 6.44% Change from Previous Year Membership

1,281

Total New Girls ?

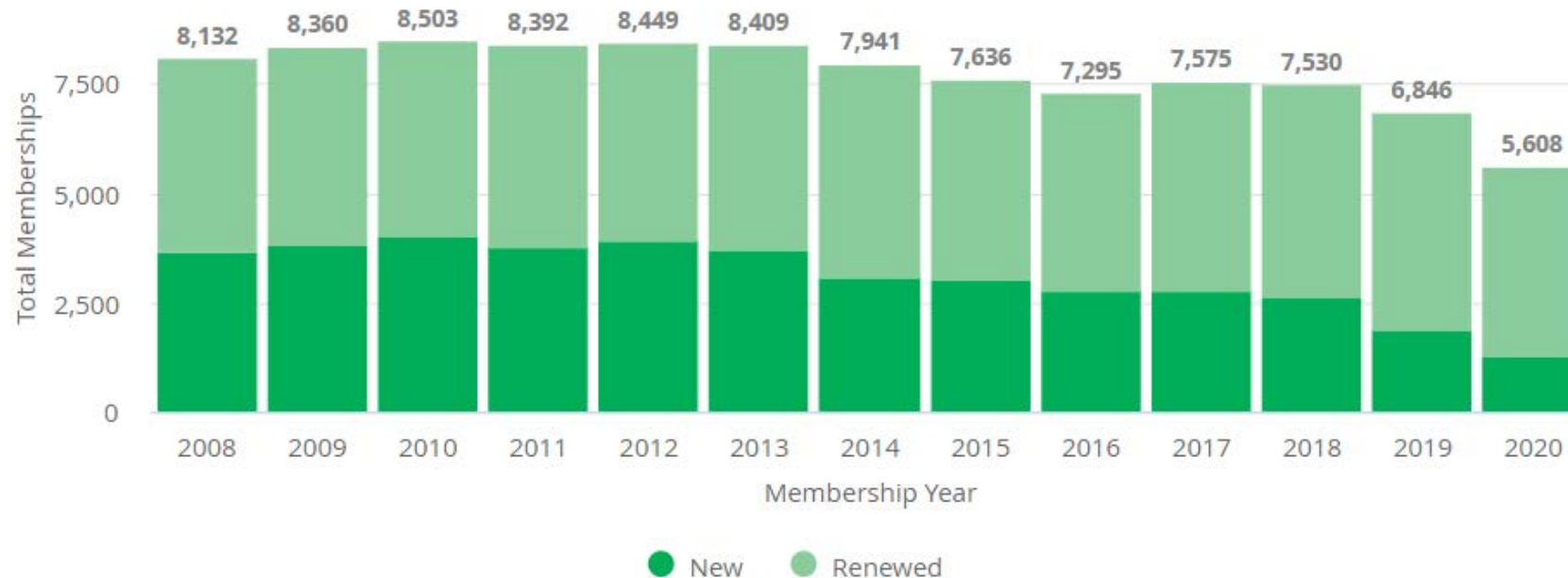
▲ 6.84% Change from Previous Year Membership

4,327

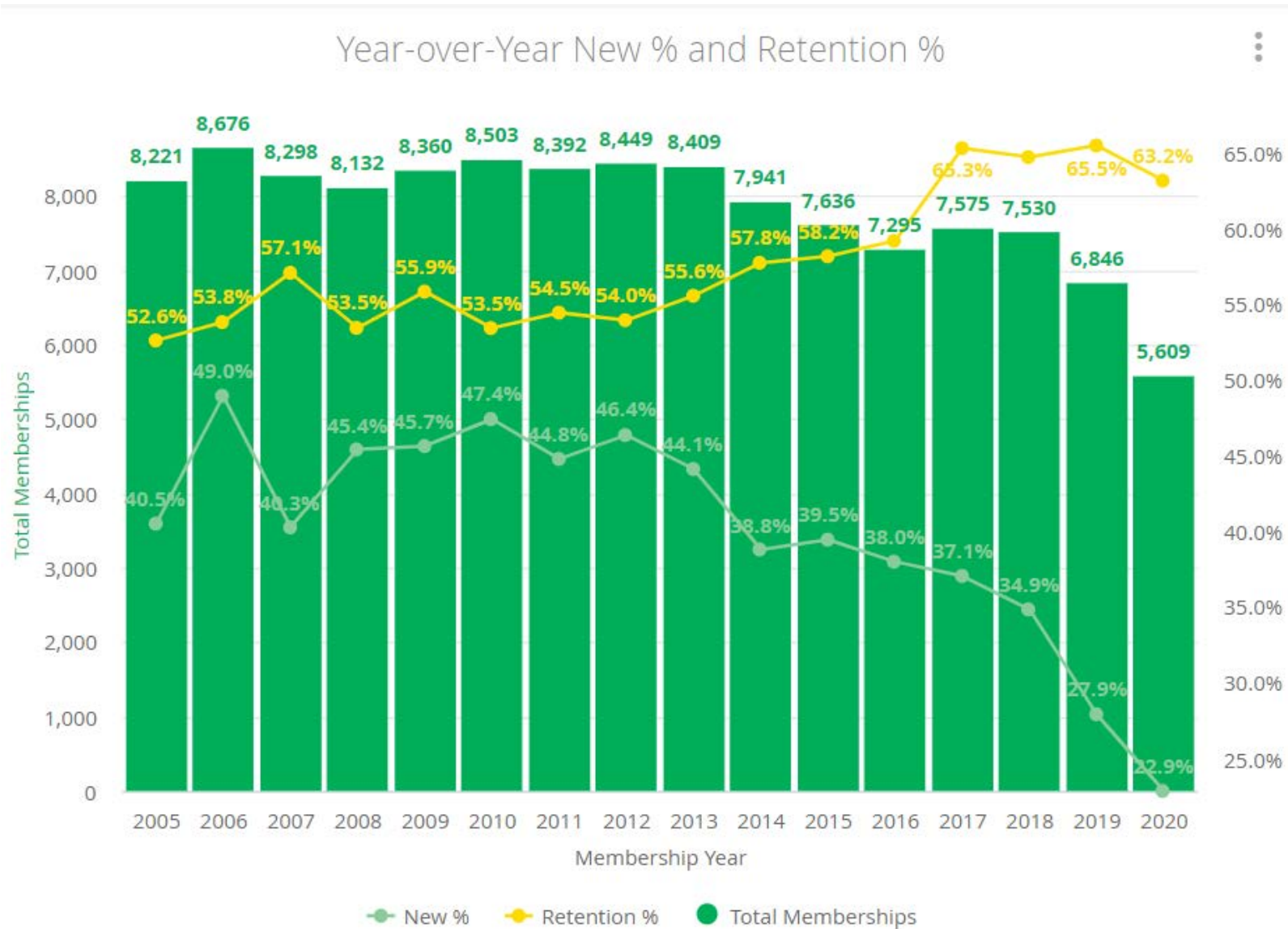
Total Renewed Girls ?

▼ 9.76% Change from Previous Year Membership

10 Years of New and Renewed Members ?



Membership Mix Historically



Membership Update

63.2%

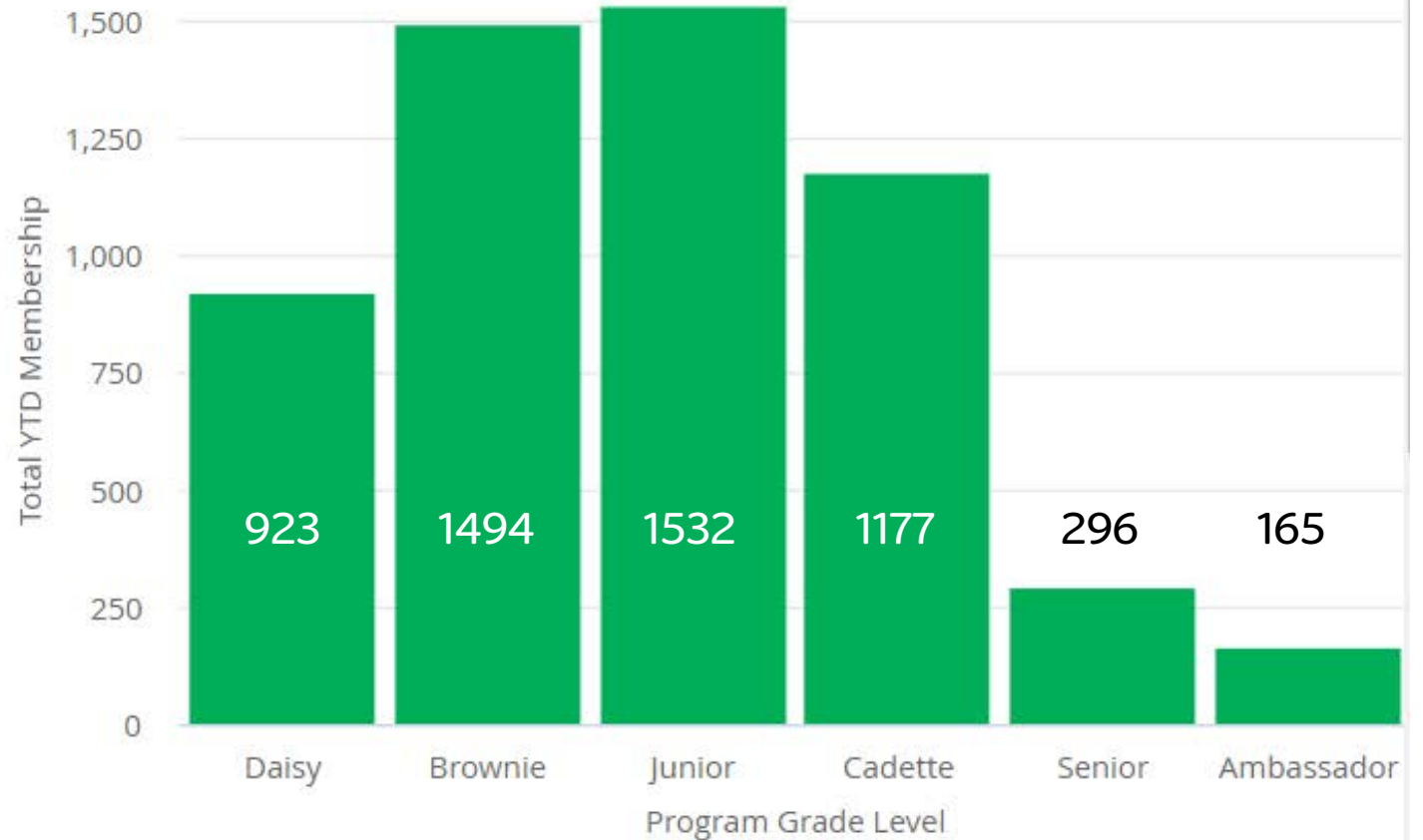
Retention Rate ?

77.2%

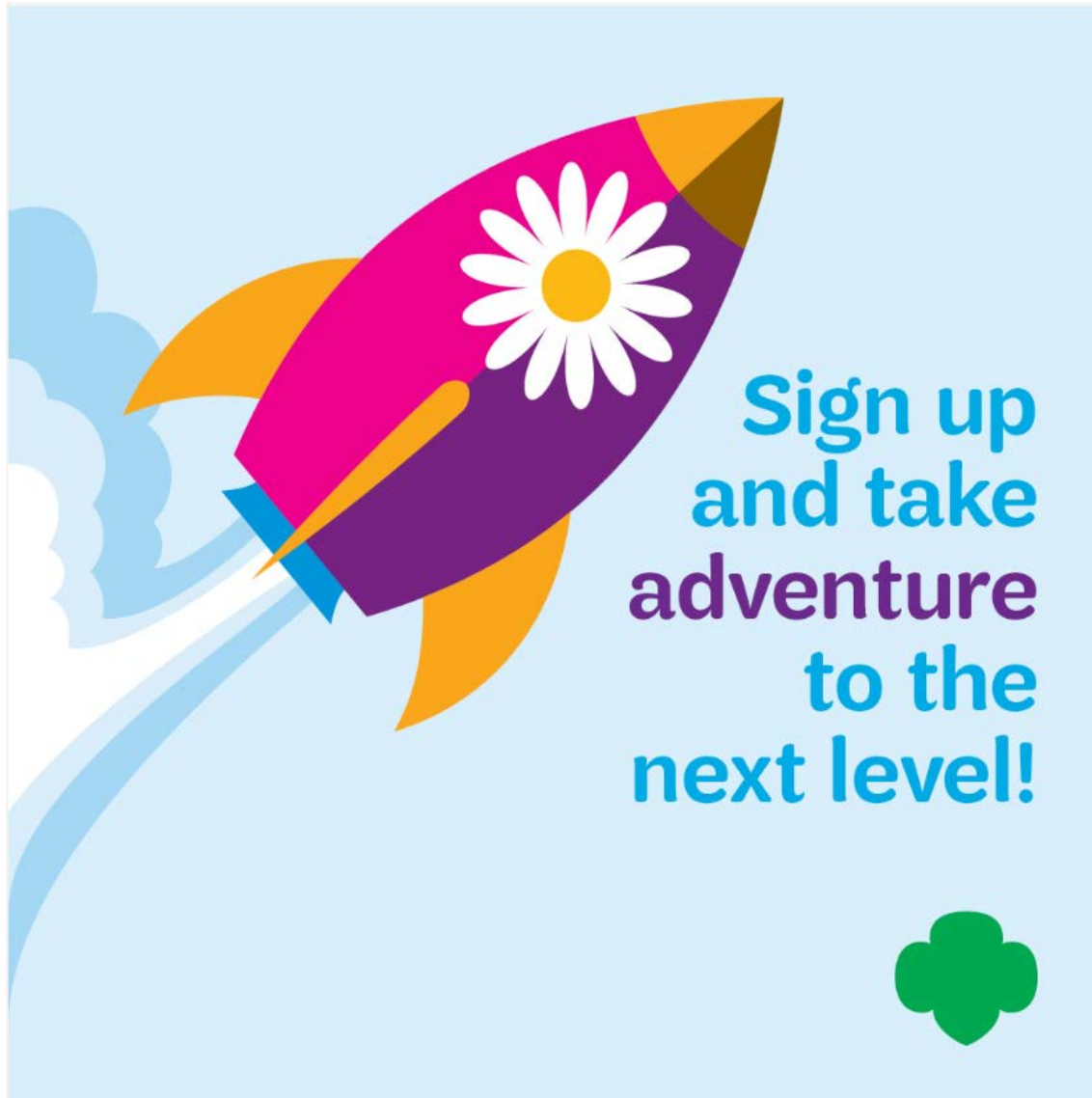
Renewal Rate ?

72.1% Previous Year's Renewal Rate

Girls by Program Grade Level



K-1 Focus: Daisy Recruitment



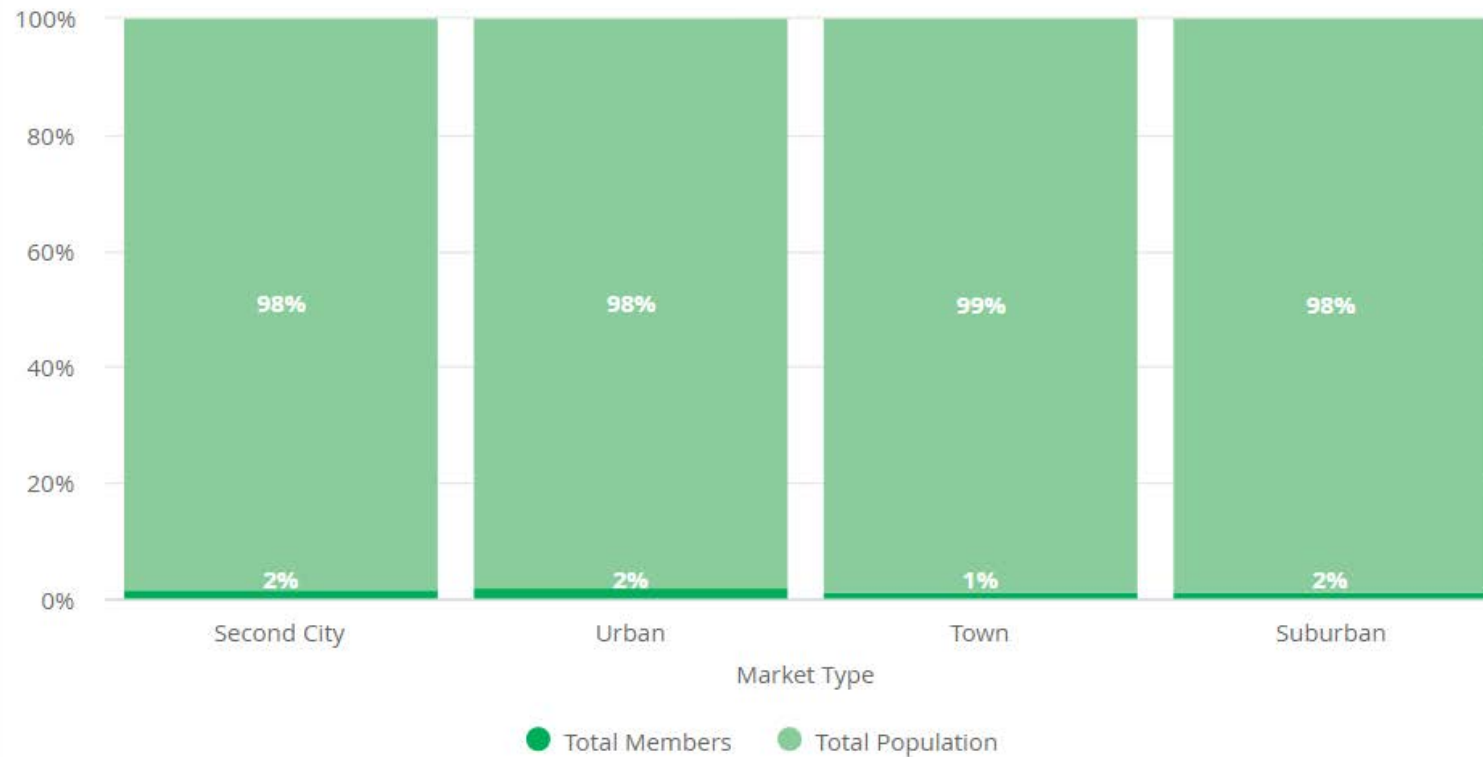
- **Current Kindergarten & 1st Grade**
 - Form troops now so they can sell cookies and meet through summer
 - Working on this now
- **Pre-K**
 - Register starting April 1
 - Extended Year, registration is good thru September 2021
 - Meet this summer and into the school year
 - Start in March

Market Share Percentage

1.7%
Overall Market Share ⓘ

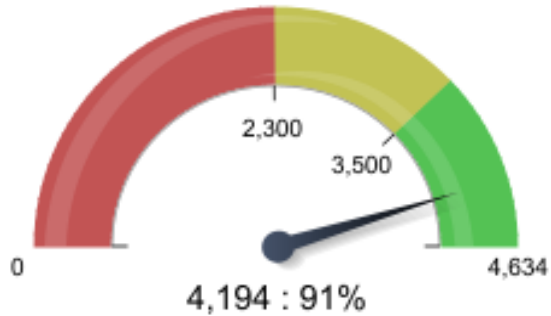
3.1%
5-Year Projected Growth ⓘ

Census Market Type and Market Share



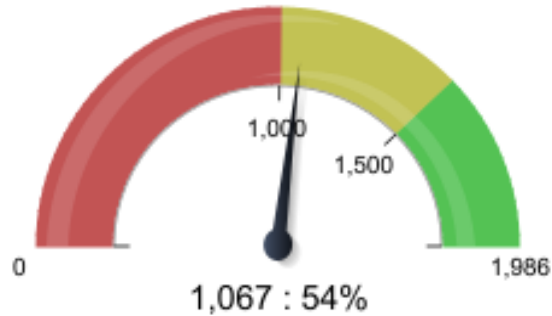
Membership Update

MY20 Girl Renewal Membership



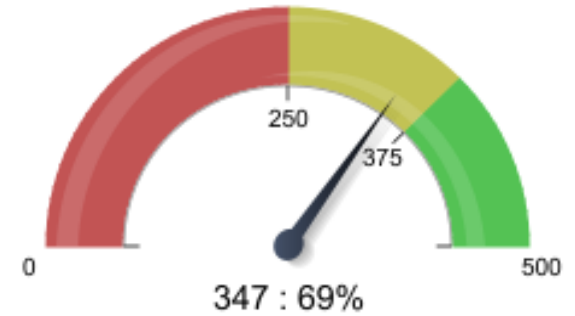
Record Count

MY20 Girl New Membership



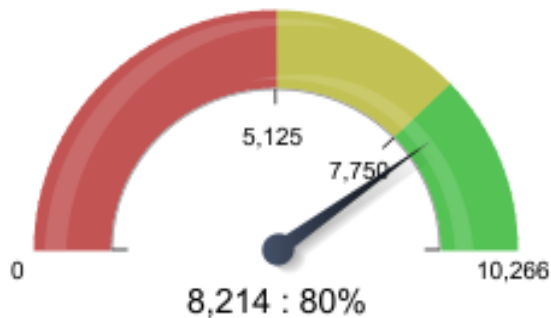
Record Count

MY20 Girl APD Membership



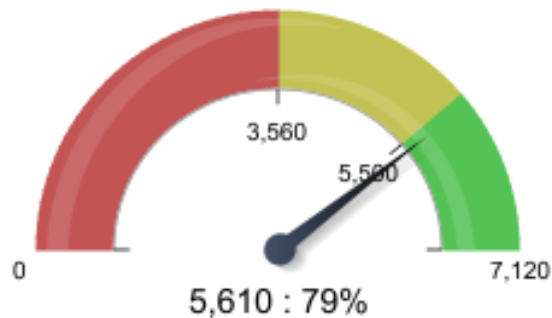
Record Count

MY20 Total Membership



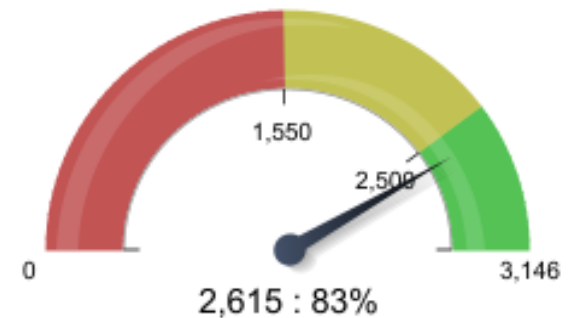
of Individuals

MY20 Girl Membership



Record Count

MY20 Adult Membership



Record Count

Membership Update

What has staffing in Membership looked like over the past five years?

	Direct service to Volunteers and Recruitment	Management
2015	9	2
2016	6.75	2
2017	8.25	2
2018	6.25	3
2019	9.5	2

Membership Update

- **Aligning staffing to the core business**
 - Currently 2 managers: Volunteer Support Mgr and COO
 - Considering a Member Support Manager
 - 3 FT Recruiters, 3 FT Volunteer Support Specialists, 1 FT Recruiter/Volunteer Support Specialist, 1 FT Placement, 1 PT Placement, 1 FT Training Coordinator
- **Strategy plan and cookbooks**
 - Still adjusting, but working through plan
 - Plan is connected to performance goal through "cookbooks"
 - BOOST identified areas needing work
 - Development of a 12-18 month recruitment/retention strategy
 - Review current recruitment processes
 - Review salesforce processes and retrain staff for consistency
 - Review role clarity so membership staff are working specifically to their lane
 - Strengthening volunteer onboarding and support



Early Bird Renewal 2020-2021

Meet Rosie, Your New Early Bird!

Gabby the Go-Getter: She's bold, honest, and determined to succeed.

Izzy the Innovator: Thinking outside the box is her specialty.

Rosie the Risk-Taker: Courageous and strong, she's keen to try new things.

Lacy the Leader: She's confident, responsible, and committed to changing the world for the better.

Next year, you'll meet another one of our Early Birds!



Early Bird Renewal

April 1 through May 31

Meet Rosie!!



	1 st Week	Month of April	Month of May
Girls (Rosie Renewal Patch & On-Time Renewal Patch)	Centennial Pin (first 1000 girls)	Girl Scout Promotional Item	Weekly drawing for a Sweatshirt
Troops (With 100% renewal)	Cookie Booth Fast Pass for 2021 sale	Extended Troop Proceeds of 5¢ per box & Sweatpants for renewed leader/co-leader	Drawing for Troop Camp Selection Fast Pass & 2 Adult Registrations for the camp selection and sweatshirt for renewed leader/co-leader
Service Units (with 70% renewal)	Council-Sponsored SU Leader Meeting Dinner (Council will provide a dinner party for your first SU Team meeting of the 2021 MY)		

Save the Date!



2020 Leadership Summit
August 28-29, 2020
At Trefoil Ranch

Spend time with your service team while developing new skills, preparing for the new year, and discovering the GSU membership, volunteer, and program strategy for MY 2021



Q & A Session

Q&A Summary
February 2020 Town Hall Meetings

Question	Answer
Does the restrictive covenant on the Camp Cloud Rim property limit building?	<i>The exchange agreement includes provisions that allow us to build what we might need in the future. There are some limitations on the type and size of structures we can build, but we will be able to build and maintain structures for the camp as needed.</i>
What county is the Camp Cloud Rim property located in?	<i>Wasatch County.</i>
Haven't we already been using Ultra Camp for camp registration?	<i>We have utilized some of the forms in the past but are now using the entire system for all aspects of camp registration. Among many benefits, being on this system will allow us to save a girl's digital registration and medical forms so that parent's/troop leaders do not have to fill out new forms every time they register for a camp.</i>
How does the \$1.00 cookie price increase translate into troop proceeds and activity credits?	<i>Refer to "how the cookie crumbles" slide 50.</i>
Can girls choose where their gift of caring cookies are donated?	<i>The digital cookie platform only allows one gift of caring option, which is Utah Food Bank. GSU chose Utah Food Bank because they are present in all communities throughout Utah. Troops can choose their own gift-of-caring for cookie booth sales.</i>
With the change to the Bronze award recognition at ROE, does the cost for the Bronze award celebration fall onto the service unit?	<p><i>GSU is following national best-practices by moving the Bronze Award celebration to the service unit.</i></p> <p><i>Council will provide pins and certificates for this year, however any celebration that the service unit plans will need to be covered by service unit funds.</i></p> <p><i>GSU sees this change as a great opportunity to engage Bronze Award girls in the celebration planning.</i></p>
How can troops earn more proceeds?	<i>There are always opportunities to earn more troop proceeds. For instance, there are troop incentives for early renewal this year.</i>
Is there a way to opt out of cookie party (Cowabunga Bay) so that Troops can see more of the cookie sale proceeds?	<i>Since the cookie party at Cowabunga Bay is an individual incentive, and not a troop incentive, there is not a way to opt out for additional troop proceeds.</i>
If \$.60 of each box is going to girl incentives, where does the other \$.30 go?	<i>The initial "how the cookie crumbles" that was presented at Town Hall meetings was incorrect. Refer to the updated and correct diagram in the presentation slide 50.</i>

Will public transportation the Centennial Bridging Ceremony on May 9 th be an option?	<i>You can take Front Runner from American Fork, Ogden Station. However, the remaining distance from Ogden Station to Buenaventura Park is 2 miles.</i>
What if my troop has already planned their bridging ceremony for the same weekend that the council has planned the Centennial Bridging Ceremony?	<i>The centennial bridging ceremony is an optional opportunity to celebrate 100 years of Girl Scouting in Utah. There will also be other activities at the ceremony for all girls to participate in if your troop has already bridged.</i>
How will the Centennial Bridging Ceremony take place with so many potential participants? Will it be organized by service unit, or level?	<i>The details on how the ceremony will take place is dependent on how many troop sign up to participate. Communication on this will be shared with participants closer to the date of the event.</i>
Can we recognize girls at ROE for earning their 10-year pin so they can catch the vision of earning the Gold Award?	<i>Yes, this is a great suggestion and we are planning to do this.</i>
Are the Early Bird registration rewards cumulative?	<i>Yes, incentives are cumulative.</i>
With the Early Bird registration, is there no money back, or credit certificates to the shop?	<p><i>Due to the timing of early bird registration and the cookie sale, we will not have cookie credits until May. However, troops can earn incentive through Early Bird registration before then, see slide 65.</i></p> <p><i>We have received positive feedback on the incentives that are already determined, particularly the fast-pass on cookie booth sign-ups.</i></p>
What does “getting into schools” look like?	<i>Due to school regulations, accessing schools for recruitment is an ongoing challenge, not just for GSU but many non-profit organizations. We are working on creating program partnership opportunities with schools as well as looking at strategies that focus on specific geographic areas.</i>
With cookie season in the middle of when troop camp registration begins, some troops miss out on registering. Can troop camp registration for troops open earlier?	<i>GSU is looking to move troop camp registration to February starting next year.</i>
With the Bronze award moving away from ROE, would service units be able to request a board or staff presence at the ceremony that is planned by the service unit?	<i>Yes, board and staff would be happy to participate in service unit Bronze Award ceremonies.</i>
It is not clear that Leadership Summit is for service unit teams only. Is there a way to clarify that this is	<i>We are holding a Spring Mini-Training conference on March 28 for all troop leaders. This will be held in American Fork this year (we rotate the location of this each year). Refer to the activity calendar on GSU’s website to sign up.</i>

not intended for troop leaders, or include troop leaders in some, or all of Leadership Summit?	
Are lifetime memberships counted in the overall membership numbers?	<i>Yes, lifetime membership is always included in the overall membership number.</i>
Are all age levels eligible to attend convention with council?	<i>Daisys would need to attend with a parent. All other age levels may travel with council.</i>
Is there still a consideration to bring a shop back to northern Utah?	<i>A shop in Northern Utah is not off the table, but has unfortunately taken a back-burner at this time. Right now, our primary focus is on growing our membership. The Camp Cloud Rim property resolution will eventually place us in better financial standing which is favorable with regard to other property concerns.</i>
When will the Centennial Pin be available for the first 1000 girls that are renewed?	<i>When incentives are mailed out in June.</i>
The turnaround time between receiving the information on the Fall Sale and implementing it with troop was too short, is there a way to improve the timing of the sale?	<i>This past fall sale was the soft launch for the fall product sale. We plan to launch this year's sale earlier so there will be more time for troops to get organized if they would like to participate.</i>