



MINUTES
GSCO BOARD MEETING AND STRATEGIC PLANNING
May 20, 2022

- Attendance**
- Board members attending: Brooke Bodart, Jennifer Casani, Caroline Cornell, Crystal Eustis, Megan Flori King, Erica Fukuhara, Victoria Gigoux, Christina Gunn, Genia Herndon, Meredith Kuehler, Maureen McDonald, Anji Roe Wood, Angela Roberts, Ranee Sheno, MD, Shannon Sisler, Carrie Walters
 - Board members excused: Tim Butler, Cindy Miller, Barbara Myrick, Katy Essenburg (MCC Rep)
 - Membership Connection Committee Representatives to the Board (non-voting): JoAnne Busch, Wendy Doak, Nicole Lockwood
 - GSCO Staff (non-voting): Leanna Clark - *ex-officio*, Michelle Boot, Kristin Hamm, Donnell Heistand, Melissa Holmberg, Martha Johnson, Katie Singleton, Lindsay Standish, Heidi Vielhaber
 - Guest: Kelsey Parker, GSUSA
- (All present throughout, maintaining quorum.)*

Call to Order With a quorum present, Caroline Cornell, Chair of the Girl Scouts of Colorado (GSCO) Board of Directors, called the meeting to order at 9:15 a.m. The meeting was hybrid and held in-person and via Zoom video call.

No conflicts of interest were declared.

- Consent Agenda** The Board reviewed the consent agenda.
- Board approved the minutes from the March 11, 2022, meeting
 - Standing and Ad-Hoc Committee Reports were approved including Audit, BGC, Finance, Membership Connection (MCC) and Philanthropy

ACTION: On a motion made by Ms. Roberts and seconded, the Board unanimously approved the above-named actions through a consent agenda. A quorum was present.

- Portal Discussion** Ms. Bodart presented research regarding a potential portal for board support and infrastructure.
- GSCO BOD identified a need for an online depository for notes, scheduled meetings, archives, rosters, etc.
 - Other advantages identified were
 - Improved transparency with all directors or committee members accessing the same versions of the same documents
 - Access to historical documents
 - Improving governance and document security by moving away from personal computers/emails for storage
 - Reduced admin time for GSCO staff and committee chairs allowing for user driven one click updates.

- Two possible products were presented, Board Effect and OnBoard with a side-by-side comparison
- Committee that reviewed both platforms recommended the Board Effect platform which would be an expense of \$8,000 the first year and estimated \$8,400 for 2023 renewal

ACTION: On a motion made by Ms. Bodart and seconded, the Board unanimously approved implementing the use of Board Effect as an online portal for Board support and infrastructure

Guest Presenter Ms. Parker with GSUSA spoke to the Board about their role in fundraising and how they can provide support.

- Ms. Parker provides GSCO support and consults with Fund Development team

Finance Ms. Roberts noted that financial reports are presented in the Board Packet.

ACTION: On a motion made by the Standing Finance Committee and seconded, the Board unanimously approved the March 2022 Financials. A quorum was present.

Audit Review Ms. Eustis provided a technology update that was outlined in the Board Packet.

Council Update Ms. Clark highlighted council updates as outlined in the Board Packet, Ms. Singleton provided an additional update on Membership and Ms. Boot on HR/Career Pathing.

- Ms. Standish is now the Risk Management and Process Improvement Officer
- Lease has been signed for the new GSCO Experience Center
 - Expected opening by January 1, 2023
 - Waiting on name to begin messaging to membership and community
 - Working with a security team to walk facility and develop security plan
- Residency camp registration going well and on-par to pre COVID numbers
- Retail is ahead by \$100,000 from 2021
- Fund Development is 54% of annual goal
- Cookie sales had a 2.2% increase in 2022, with 3.756 million packages sold
- Membership is at 86.8% toward MY22 goal of serving 17,000 girl members
 - 75.1% of Girl Scout troop leaders are retained for 2022-23

- Ms. Singleton reported that currently 14,753 girls have renewed membership which is up 4.6% compared to 2021
- Volunteers are up 7.2%
- Currently 4th in the country for memberships, and Colorado has almost doubled the national renewal rate for 2023
- Ms. Boot provided in-depth update on HR Career Pathing
 - Working on staff attrition, voluntary turnover currently at 9%
 - Trying to raise base pay to be more competitive and align with market rates
 - GSCO utilized Employer’s Council for benchmark to verify competitive salaries
 - Past philosophy was that raises were sporadic, and employees relied on bonuses
 - In April 2022 base pay increased by 3%. Staff provided feedback and confirmed they wanted robust paid leave, market-based pay and personal development and growth opportunities.
 - 5% salary pool budgeted for increases in 2023 with transparent salary bands

Board Governance Update Ms. Sisler reminded Board that there are 6 board –seats to fill in September.

APPROVED by Girl Scouts of Colorado Board of Directors on July 15, 2022, by vote of all in favor; none opposed; none abstained.



Girl Scouts of Colorado
Brooke Bodart, Secretary, GSCO Board of Directors