

## **Girl Scouts of Michigan Shore to Shore Board of Directors Meeting Summary – January 26, 2015**

The GSMISTS Board of Directors met by conference call. The board meeting was called to order by Chair, Mary Becker-Witt and a quorum was present. GSMIST Staff Present: Gloria Lara, CEO; Jennifer Wilson, Vice President of Philanthropy & Brand.

### Board Action Items:

- Approved November 24, 2014 Board meeting minutes
- Accepted board resignation from Bunmi Parks
- Approved YTD December 31, 2014 financial statements

### Reports and Updates:

Board Development Committee Update was given by Linda Zizos, chair, Board Development Committee:

- Discussion regarding process for nominations for the Board and Board Development Committee slate to be presented for the Annual Meeting.

Gloria Lara, CEO, presented the following updates:

- Membership, Volunteerism, and Programs update:
  - Current girl and adult membership report was given.
  - Girl participation in the product sale is approximately mid-90% of registered girls.
- CEO Update:
  - Last year, 15 cents of the proceeds from each box of cookies sold went to our camps and program properties; for the 2015 Cookie sale, 21 cents of the proceeds from each box of cookies sold will be spent on our camps and program properties.
  - There is a new outdoor Girl Scout badge which the girls voted on called Outdoor Adventures. National is working on developing the badge work for those new badges. The new Outdoor Adventures badges will be ready for the next membership year.

Fund Development update was presented by Jennifer Wilson, VP of Philanthropy and Brand:

- Review of the Board Giving to Date was reported as well as an update on the various Annual Giving programs.
- Badge Bash will be cancelled in Muskegon because there was not enough support from the Muskegon community at this time to have a successful event.

- There is an upcoming press conference in Grand Rapids to be held on February 18. It will be a celebrity cookie eating contest to promote Badge Bash and the cookie selling season. Every major Grand Rapids network will have a media personality participating, for a total of 6 to 8 people.
- An endowed scholarship from a former Girl Scout was secured. The income is meant to be used to support a Girl Scout on a GSUSA Destinations trip. Application procedures will be developed and implemented.
- We are now reaching between 2,000 and 6,000 people through social media.

Finance Update was given by Gail Montgomery, Treasurer, Board of Directors:

- The year-to-date financial update through December 31, 2014 was presented along with review of the current line of credit. Discussion followed.
- Our external auditors are doing fieldwork now; we expect to have the audit final and presented by the end of February.
- We recently underwent an IRS audit. There were no issues. There was only one minor recommendation, and it was to our reporting one specific item on IRS Form 990.
- Real Estate Update:
  - The Walker Service Center is listed for sale with a ten year lease-back proposal.
  - Offers have been made and are in negotiations.
  - Sales proceeds are intended to be used to reduce our reliance on our bank line of credit and to build up our council's working capital and financial reserves.
  - A motion was made and seconded to give the CEO, Gloria Lara, the authority to negotiate and accept the best offer, on behalf of GSMISTS, to sell the service center and enter into a ten year lease on the 3275 Walker Ave building. The motion was approved.

The board meeting was adjourned.