

Girl Scouts of Michigan Shore to Shore Board Directors Meeting Summary - Saturday, November 21, 2015

The GSMISTS Board of Directors met at the Grand Rapids Service Center. The board meeting was called to order by Chair, Mary Becker-Witt and a quorum was present. GSMISTS Staff present: Gloria Lara, CEO; Chris Sodini, Senior Director of Finance & Operations.

Board Action Items:

- Approval of October 3, 2015 Board Meeting Minutes, as amended.
- Board approval of request to the Muskegon Community Foundation for funds from the GSMISTS fund to pay for roof repairs and other related repairs at the Muskegon Service Center.
- Board approval of request to the Grand Haven Area Community Foundation – Girl Scouts of Michigan Trails Endowment Fund funds to be used to re-roof the Grand Haven Little House.

Reports:

- The Finance Report was provided by Gail Montgomery, Treasurer
 - Review of Preliminary FY2015 Financial Statements.
 - Discussion of GSMISTS FY2015-2016 Operating Budget – the finance committee will be reviewing again and bringing back to the Board of Directors to vote on in December though electronic voting.

- The Board Chair Update was provided by Mary Becker-Witt, Board Chair
 - Councils have been asked to put their strategic planning on hold since the GSUSA National Strategy goals are being updated.
 - The input that was generated from the 2015 GSMISTS Annual Meeting will be addressed by the board task group to ensure they align with the National goals.
 - GSUSA has selected six pilot councils, including GSMISTS, to conduct a review of operations and to suggest best and effective practices. This is in preparation for GSMISTS GSUSA Council Charter renewal, which expires December 31, 2017.
 - The GSMISTS Board Giving Program was discussed, including the Trailblazers Society.

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- The CEO Update was provided by Gloria Lara, CEO
 - Membership and programming will be a major focus this membership year. This has been a challenge in the last membership year and in previous membership years. In light of this and in order to focus on a new GSUSA initiative, there is a minor organizational change.
 - GSMISTS is starting to plan for implementation of the national Customer Engagement Initiative (CEI). GSMISTS is targeting 2017 for implementation.
 - Eva Berumen will be the CEI Business Lead for GSMISTS. Membership and Volunteerism will remain under Eva.
 - Programming and Product Sales will report directly to the CEO through a new position, Senior Director of Programming & Community Development.
 - CEI, which has already been implemented at approximately 30 out of 112 councils, will significantly improve the member and volunteer experience, making it possible to sign a girl up and place her in a troop within a few days; Volunteers are being appointed in an average of one week, including background check and approval as a volunteer.
 - Gloria recently completed a GSUSA National questionnaire about membership and registration. It takes staff one month to process a girl member and assign her to a troop and one month to process a volunteer application and appoint as a volunteer. CEI will significantly improve the girl and volunteer experience.

The board meeting was adjourned.