

Girl Scouts of Central and Western Massachusetts

**Minutes of the 2010 Annual Council Meeting
April 11, 2010**

Sturbridge Host Hotel and Conference Center, Sturbridge, MA

Call to Order

The third annual meeting of the Girl Scouts of Central and Western Massachusetts was called to order at 3:00 PM by Denise Vogel, President/Board Chair.

Opening Ceremony

Girl Scouts representing Troops 30411, 11010, 30323, 30426, 31000 conducted the opening flag ceremony and the GSCWM Chorus, under the direction of Patricia O'Connor and Joan Webber, performed several selections.

President/Board Chair Report – Denise Vogel

We have spent two years discovering our strengths and building upon them. The work of all board committees has provided the groundwork for the success of GSCWM on many levels. We have begun a strategic planning process to help us determine our direction for the future. A comprehensive set of policies for GSCWM are being reviewed and developed, as necessary. The property committee is exploring the feasibility of combining the Leeds and East Longmeadow Service Centers into one central location. Our audit committee, finance committee and treasurer have helped us better understand our financial situation now and looking to the future.

It is clear that we must include improved revenue generation in financial discussions since this is essential to fulfilling our mission. The fund development committee was pleased to receive contributions to this year's annual giving campaign from 71% of our board members on the first day of their solicitation and has every expectation that 100% of the board will contribute by the end of the meeting today.

The board development committee worked diligently all year to develop a full slate of qualified candidates for elected positions, including girl members. It is important for us to hear their voices.

We have formed a task force on the important social issue of bullying and will soon begin the charter review process with GSUSA.

We have made great strides in the last year. We are and should be the organization leading the way for girls.

CEO Report - Pat Hallberg

Girl Scouting is a leadership organization and, while the Girl Scout Research Institute tells us the majority of girls can see themselves as leaders, they report a perceived lack of self-confidence and other obstacles that can prevent them from assuming leadership roles. Girl Scouts provides girls with safe spaces to experiment with leadership roles and helps them develop courage, confidence, and character.

We are proud of the wide variety of programs GSCWM offers and the volunteers who help us maintain a strong membership retention rate (64.1%) and serve 11% of all girls within our jurisdiction. While our membership decreased last year, we are beginning to stabilize and are building toward membership growth.

The cookie sale program is an excellent financial literacy enrichment program. 2009 was a hard year with sales declining but, in 2010, we have exceeded all goals and expectations. Adults supported the financial health of GSCWM with special fundraising events including two “Fork it Over” events, a golf tournament, and two Women of Distinction events.

Three of our camps were re-accredited through the American Camping Association last summer. Our annual program evaluation indicated that each of our troops is giving about 100 hours of service to their community with major projects being done by the 108 girls who earned Silver Awards and 30 girls who earned the Gold Award. A great way to keep up with the girls is to join the nearly 900 fans on our Facebook Fan Page.

We are looking forward to the 100th anniversary of GSUSA in 2012 with a planning committee already hard at work. The program theme will be “Forever Green”.

GSUSA is launching a new brand campaign this summer which includes subtle changes in the contemporary logo and trefoil. A concept marketing piece, “What will you do today?”, was well received.

Girl Advisory Group

Neliana Ferraro, Kaileigh Hyman, and Dominique Walker, girl members on the GSCWM Board of Directors, presented an opportunity for girls to participate in an advisory group. The application is available on the GSCWM website and completed applications are due July 15th. The girls will select 10 Girl Scout Daisy/Brownies, 10 Girl Scout Juniors, 10 Girl Scout Cadettes, and 10 Girl Scout Senior/Ambassadors. Selection notifications will be made by September 1st and the first meeting is scheduled for September 25th.

The board members are seeking girls who believe they can make a difference and are able to speak up and share in a group. Girls will decide what they will talk about and are expecting to find ways girls would like to promote Girl Scouts in their community.

Treasurer’s Report – Patricia Segerson

The GSCWM 2009 financial report, as a component of the annual report, was available to all participants. Our Statement of Financial Activity shows that we had \$3.8 million in revenue. Eighty-four percent of this revenue was generated by our girl members and we would like to see more grants and contributions to support their efforts. Our 2009 expenditures were \$4.4 million with 76% being invested directly in membership support, camps and programs for our girl members.

We have \$7.1 million in total assets as indicated on the Statement of Financial Position. 2009 was a successful year and we do have financial challenges ahead. We are counting on everyone for their contribution, support and involvement in helping to keep us financially sound.

Credentials Report – Laura Bauver, Board Secretary

GSCWM has a double quorum requirement for the transaction of business. A total of 294 voting members representing all five counties we serve were required for this meeting. A quorum of 446 members present was established as follows:

- 240 members present in person
- 206 members present via proxy

April 26, 2009 Annual Meeting Minutes – Denise Vogel, President/Board Chair

Laura Bauver, Dianne Burrows and Ann Marie Waller were all present at the 2009 Annual Meeting and have reviewed those minutes.

MOTION: to accept the April 26, 2009 Girl Scouts of Central and Western Massachusetts Annual Meeting Minutes as written. (Susan Cardin/Abbie von Schlegell). Unanimous.

GSCWM Bylaw Amendments – Lucille Brennan, Board of Directors

The Bylaw Review Committee of the board of directors has proposed revisions to our bylaws that were sent with the call to this meeting. Some revisions will remove language that served a purpose immediately following the formation of our council but is no longer relevant. Other proposed revisions are more substantive. For example, due to our difficult experience the last couple of years in trying to achieve a quorum, we are proposing a change from 5% of total members present to 2%. This represents a minimum number but we welcome and encourage as many members as possible to attend and participate.

There was discussion about ways to boost participation rather than reduce quorum requirements. Lucille noted that the board had looked into the possibility of connecting various locations within the council through technology but the cost was prohibitive.

COMMITTEE MOTION: to adopt the proposed revisions to the Girl Scouts of Central and Western Massachusetts Bylaws as presented. Majority – AYE; 7 – OPPOSED; 4 – ABSTENTIONS.

Presentation of Slate – Anne Perschel, Board Development Committee Co-Chair

Anne presented the slate of nominees for GSCWM elected positions, including all officers. A brief biography of each nominee was sent to all members with the call to this meeting.

COMMITTEE MOTION: to accept the 2010-2012 slate of elected members as presented. Unanimous.

Swearing-in of Newly Elected Individuals – Denise Vogel, President/Board Chair

All those who were newly elected were asked to join Denise and to repeat a simple oath affirming their intention to uphold the Girl Scout Promise and Law and promote our mission.

Recognition of Outgoing Board Members – Denise Vogel, President/Board Chair

Denise Vogel thanked all board members who have completed their board service and presented them a token of our appreciation. She then handed the gavel to the newly elected President/Board Chair, Allison Lane.

President/Board Chair Address – Allison Lane

“The work of today is the history of tomorrow and we are its makers.” (Juliette Low) As we approach the 100th anniversary of Girl Scouts of the USA, we can look back at what women have accomplished and note with pride that many of our national leaders were Girl Scouts. Twenty-two of our women astronauts were Girl Scouts.

Last year, many of us gathered at a celebration of Camp Bonnie Brae which is the oldest, continually operating Girl Scout camp in the United States. This year, we are excited to be celebrating the 85th anniversary of Camp Green Eyrie and hope many of you will be able to participate.

We are also looking forward to celebrating 20 years of honoring “Women of Distinction” – a tradition begun by all three of our legacy councils. Events will be held in Holyoke and Worcester.

Girl Scouts’ accomplishments are derived from one-on-one moments. These moments change lives and build girls of courage, confidence, and character who make the world a better place.

Closing Ceremony

Girls representing Troops 30411, 11010, 30323, 30426, and 31000 from Southbridge and Sturbridge retired the colors and members were treated to additional musical selections from the GSCWM Chorus.

Adjourn

MOTION: to adjourn the third annual meeting of the Girl Scouts of Central and Western Massachusetts (Laura Bauer/Roland Packard). UNANIMOUS.

Respectfully submitted,

Suzanne M. Smiley