

Girl Scouts of Central and Western Massachusetts
Annual Council Meeting
May 18, 2025

Call to Order

The annual meeting of the Girl Scouts of Central and Western Massachusetts (GSCWM) was called to order at 3:05 PM by Nicole Messier, Chair of the Board of Directors.

Opening Flag Ceremony

The opening flag ceremony was presented by the Girl Scouts Adult Troop 2016.

Board Report – Nicole Messier

In October, our elected National Council Delegates participated in the first special session in GSUSA history. After hours of debate, the National Council voted to increase membership dues beginning April 1, 2025 for the 2026 Membership Year. The 58th National Council Session will be held in Washington, D.C. from July 20-23, 2026.

GSCWM was awarded a \$225,000 grant over the next three years from the Women’s Foundation of Boston. These funds will support our partnerships with schools and other non-profit organizations to expand community based programming.

The board’s property committee received 248 survey responses from members, volunteers, parents, and alums that helped them quantify how our properties are meeting girls’ needs and interests and, most importantly, where we can improve our stewardship.

CEO Report – Theresa Lynn

Girl membership in 2024 increased by almost 3.4% over the prior year with increase in both new and retained member. This year’s membership is trending down with our biggest challenge being recruiting new girls. GSUSA membership is down overall this year and the national strategic plan is incorporating ways to build and support a robust membership. We know from surveys that what families want is what we do so we need to effectively tell our story. Most of the new girl members we serve in GSCWM are in programs we deliver in partnership with schools, youth serving agencies, and other non-profit organizations. This is a strong area of growth for us that has attracted significant funding and will continue to grow.

Thanks to your creativity and tenacity, we had strong Girl Scout Cookie Program. Although revenue was down, girls did an amazing job as they faced weather challenges and misinformation spread in the media! The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world.

We are committed to providing large and small program opportunities throughout central and western Massachusetts. Geek is Glam is returning for its eleventh year and we also partnered with the Springfield Thunderbirds, Worcester Railers, State Parks, Woo Sox, and the Red Sox.

In 2024, we had nearly 4,000 camp visits at our four camp properties. Our summer camp participation has followed a national declining trend for several years but registrations are stronger for this coming summer. Capital investments in our properties include:

Camp Green Eyrie - truss replacement in the dining hall, a major donor funded amphitheater renovation, and a new furnace at Dillon;

Camp Bonnie Brae - new yurt, exterior renovation of the Leadership Lodge;

Camp Laurel Wood – new furnace at Greene Lodge; and

Camp Lewis Perkins – chimney and road repair.

Camp Green Eyrie is celebrating its 100th anniversary and we are fortunate to have a very active alumni committee planning a reunion and managing everything else that goes into this celebration year.

In their own words, Girl Scouts best make the case for “Why Girl Scouts?” and “Why Support Girl Scouts”. Twenty-one Gold Award Girl Scouts and 49 Silver Award Girl Scouts were presented their hard-earned and well-deserved awards at a ceremony at Mechanics Hall.

In 80% of Massachusetts households with two parents, both parents work outside the home. We sincerely thank and value Girl Scout volunteers. Our goal is to simplify the experience and better support your efforts to make it easier to volunteer.

Only 1.3% of philanthropic dollars in Massachusetts are contributed to nonprofits that predominantly serve women and girls. This figure is down from 2021 and 2022 and is below the national average of 1.9%. We’ll be working to make the case far and wide that Girl Scouts is the place to invest to make the world a better place.

Treasurer’s Report – Sheryl Zarozny

Sheryl reported on the fiscal results of operations and announced that the Girl Scouts of Central and Western Massachusetts is in good financial standing at the end of fiscal year 2024.

Total Revenues:	\$4.18 Million
Total Expenses:	\$4.3 Million (including depreciation expense of \$213,000)
Total Assets:	\$11.2 Million
Total Liabilities:	\$248,000
Net Assets:	\$10.98 Million

The audit firm of Stowe & Degon, LLC, provided a clean, unqualified opinion of the September 30, 2024 year-end financial statements. A copy of the audited financials is posted on our website.

Credentials Report – Christine Cassidy, First Vice President

GSCWM has a double quorum requirement for the transaction of business. A total of 79 voting members representing all five counties we serve were required for this meeting. A quorum with 157 members present and representing all five counties was established.

May 21, 2023 Annual Meeting Minutes – Nicole Messier, Chair of the Board

MOTION: to accept the June 23, 2024 Girl Scouts of Central and Western Massachusetts Annual Meeting Minutes as written. (Domenica Nooney/Fred Billiel). The motion passed unanimously.

Presentation of Slate – Christine Cassidy, First Vice President

COMMITTEE MOTION: to adopt the slate of nominees, as presented, to fill at-large positions on the GSCWM Board of Directors, a girl member on the Board of Directors, members of the Board Development Committee, and delegates to the GSUSA National Council. No additional nominations were received. The motion is made by the Board Development Committee and does not require a second. The motion passed unanimously.

Installation of Newly Elected and Recognition of Outgoing Board Members – Nicole Messier, President/Board Chair

Nicole led those newly elected in reciting an installation pledge. She thanked retiring board members who have completed their service.

MOTION: to adjourn the annual meeting (3:40 PM). (Sheryl Zarozny/Alysha Stevens) The motion passed unanimously.