

Girl Scouts of Central and Western Massachusetts
Annual Council Meeting
April 10, 2022

Call to Order

The annual meeting of the Girl Scouts of Central and Western Massachusetts (GSCWM) was called to order at 2:45 PM by Casey Freeman, First Vice-Chair of the Board of Directors.

Opening Flag Ceremony

The opening flag ceremony was presented by members of the Girl Leadership Board.

Board Report – Casey Freeman, First Vice-Chair

The year 2021 was full of challenges as we continued to operate during the pandemic and move forward with plans and initiatives for a recovery and growth phase. We adopted a three-year strategic plan aligning with GSUSA strategies and focusing on three priority areas:

- Recruit and retain girls representing the populations we serve
- Enhance the quality of the volunteer experience
- Build a more robust organizational culture of diversity, equity and inclusion.

Staff teams have begun work in each of these areas that will enhance our ability to inspire girls throughout our diverse communities to seek opportunities, embrace leadership experiences and engage others in solving complex problems.

Today, we will be electing delegates to the National Council Session and Convention to be held in Orlando, FL in July 2023. We usually have a number of our members who also attend this event and, if you are interested in going, please contact Pattie or Suzanne.

In 2021, we were granted a three-year charter from GSUSA which is an indication of strong board leadership and operational performance. Board leadership includes fund development work. We were pleased with our Winter of Giving series of Zoom events where we raised some money and had some fun! Please consider joining us on June 10 at the Springfield Country Club for our gala event, Green Is the New Black.

CEO Report – Pat Hallberg

As we continue to work through the pandemic, we are even more dedicated to help girls make sense of the world around them and prepare for the challenges and successes ahead. Most youth serving organizations saw a membership decline in 2021 and we experienced a girl membership decline of nearly 23% and a total membership decline, girl and adult, of 21%. Nationally, Girl Scout membership declined 27.4% and our sister Girl Scout councils in New England were down 29%. Though still in a recovery period, 2022 membership is looking much better!

With a membership decline, we anticipated a decrease in cookie program revenue but the girls had other ideas and exceeded the budget by 3%. The average number of packages sold per girl soared from 155 to 181, in spite of cookie supply issues. Thank you all for your flexibility and patience during a stressful and confusing time. The girls were fantastic and creative in finding new ways to work with the product they had. Two of my favorites were the “Thin Mints Only” booth and the “Project Care & Share” only booth.

We are proud to have received the largest grant the Boston Women's Fund has ever given in Worcester for our work in bringing the Girl Scout experience to girls in under-represented areas. Our All About MEdia program for middle-school girls continues with funding from the Fred Harris Daniels Foundation.

Our Gold and Silver Award celebration was held at the Hanover Theater, with COVID-19 precautions in place. Many health and safety precautions were also put in place so we could have summer camps again. We are very happy to say 950 girls attended our four camps and no cases of COVID-19 infection were reported. Unfortunately, our trip to the Galapagos was canceled but the girls are going this summer and our trip to Iceland is also going ahead.

A number of repairs and additions were made at our camp properties with the highlights being new hatchet throwing lanes at Camp Bonnie Brae, challenge course repairs, and upgraded internet capability. The pool at Camp Lewis Perkins was out of commission in summer 2021 but we are on track to open this summer. In 2025, we will celebrate Camp Green Eyrie's 100th birthday!

GSUSA has rolled out new branding. It will take us a while to convert everything and we are working on new parade banners now.

It was a challenging year and, together, we made a lot of progress. We are the best champions for a girl's ambition and we always want to be the very best place for girls. Your feedback to the survey GSUSA recently sent will help us improve. Please take the time to complete the survey and know we will take the gift of your feedback to heart.

Treasurer's Report – Chris Mendoza, Treasurer

Chris 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 2021.

Total Revenues:	\$3 Million
Total Expenses:	\$3.75 Million (including depreciation expense of \$223,000)
Total Assets:	\$11.1 Million
Total Liabilities:	\$1.79 Million (including long-term debt of \$1 Million)
Net Assets:	\$11.2 Million

The audit firm of Stowe & Degon, LLC, provided a clean, unqualified opinion of the September 30, 2021 year-end financial statements. A copy of the audited financials is posted on our website.

Credentials Report – Bonnie Walker, Second Vice-Chair

GSCWM has a double quorum requirement for the transaction of business. A total of 67 voting members representing all five counties we serve were required for this meeting. A quorum with 128 members present and representing all five counties was established.

June 23, 2021 Annual Meeting Minutes – Casey Freeman, First Vice-Chair

MOTION: to accept the June 23, 2021 Girl Scouts of Central and Western Massachusetts Annual Meeting Minutes as written. (Diana Jay/Helen Poirier). The motion passed unanimously.

Presentation of Slate – Polly Billiel, Board Development Committee

COMMITTEE MOTION: to adopt the slate of nominees, as presented, to fill at-large positions on the GSCWM Board of Directors, officer positions on the Board of Directors, Board Development Committee positions, and Delegates to the 2023 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.

New President/Board Chair Address – Jennifer Johnson

Jennifer briefly addressed the assembly noting that her volunteer work with the Girl Scouts is an extension of her commitment to making the work a better place through service to others. Volunteers move Girl Scouting forward and their work will continue to be honored and supported.

Recognition of Outgoing Board Members & Board Development Committee Members– Jennifer Johnson, President/Board Chair

Jennifer thanked board members and members of the board development committee who have completed their service. Each was presented a token of our appreciation.

MOTION: to adjourn the annual meeting. (Nicole Messier/Helen Poirier) The motion passed unanimously.