



Association IV Meeting
February 6, 2023
St. Polycarp Church
55 Ransom Lane, Smyrna, DE
Meeting Called to Order at 6:05 pm
Meeting ended at 8:10 pm

In attendance:

Tracie Bruno (Association IV Chair), Claudia Pena Porretti (GSCB CEO), Ashley Bulley (GSCB COO), Dale Hoops (GSCB Board Member), Kat Weldon (GSCB Director of Volunteer Engagement), Barbara Hill via Zoom (GSUSA Liaison), Kim Ziolkowski via Zoom (GSCB Board Member), Lyn Gill (Bylaws Task Force Member), Amy Malinky (SU12 Alternate Delegate), Kim Shupe (SU12 Delegate), Tedi Dessin (SU13 Delegate), Jacqui Dessin (SU13 Delegate), Ashley Arnold (SU31 Delegate), Alison Rogerson (SU31 Alternate Delegate), Kim Schulenburg (SU31 Delegate), Natalie Surlles (SU31 Delegate), Esther Wales (SU31 Alternate Delegate), Rachel McClain (SU33 Delegate)

Welcome, review of safe space rules

Report from By-laws Task Force, Lyn

- Bylaw edits are in yellow, with an explanation of the change noted.
- By-laws were last reviewed in 2020. The current revisions are for clarity, consistency, and transparency.
- Allows meetings to be rescheduled in the event of a natural/national disaster
- Reviewed and clarified the formula for calculating the number of delegates per SU. Some questions about what base number is used. Determined that up to 74 girls equates to 2 SU representatives. For 75 and over we are allowed an additional delegate per 100 girls. Girl member count is made Sept. 30 of year prior. Wording in by-laws will be further clarified to reflect this detail.
- Adjust by-laws to reduce conflict of interest with being a National Delegate AND a SU Delegate
- Changed language to allow for posting approved board meeting minutes for consumption.
- Also added language to provide clear expectations of serving delegates.
- Comment from Esther that she does not agree with the language about firing a board member 'without cause' because it leaves board members vulnerable to emotional or subjective decisions. Lyn stated this phrasing was legally necessary.
- The task force will meet again after all the Association meetings to take in edits and comments.
- Will present at the April Council meeting.

GSCB Membership, Ashley B

- Girl membership: 3,678 total; 891 new girls, 2787 renewed girls
- Adult membership: 1,598 total; 188 new adults, 1,404 renewed adults
- Lifetime members: 1,001
- Current membership proportions: 18% Daisy, 27% Brownie, 22% Junior, 20% Cadette, 7% Senior, 6% Ambassador
- Is concerning that most SU in GSCB are down in membership compared to last year. This matches a 5-year trend.
- We are currently heavy on Cadettes, who will age out in just a few years. How do we plan now to increase young membership for future years?
 - Council has Facebook and Google ads in targeted zip codes running from summer to fall.
 - Starter troops idea: someone experienced starts a troop up, runs it for 8 weeks, training adults with the intent that after 8 weeks parents will step up to lead and the troop becomes independent. Is a lot to ask a SUM to take on starter troops. Could Council support someone in this role? Would that tax and already taxed Council budget? Ashley B mentioned creating a suite of volunteer positions for this- but depends on people volunteering! Could Volunteer Support Specialists contribute to helping with starter troops? Idea of summer starter troops- while teachers are off, kids are on break from usual hustle.
 - Encouraging troops that meet right after school in schools to eliminate the drop off of participation once families get home. Also eliminates transportation to meetings for parents. Presents a challenge with so many working parents. Would teachers be interested in leading troops? Could teachers earn continuing education credits for leading?
 - Exploring Boys and Girls Club troops. These troops would be a Community Initiatives troop to start, separate from SU. There are advantages to being part of a SU and not alone; support, camaraderie, local resources.
 - Idea of tapping new college alumni who are seeking work experience to build resumes. Also tap newly schooled teachers and paraprofessionals, who can possibly earn continuing education credits.
 - Claudia: there is a documented need to increase leader retainment after year 1 and 2. The learning curve is steep. More check-ins and handholding. Lyn mentioned a D/B first time leader class she offered at Fall School but only 1 person came. Comment that they don't know they need help until it's too late.
 - We need to better articulate the useful skills that being a volunteer/leader builds; leadership, conflict resolution, budgeting, teaching, community service. This is a resume builder if we sell it right.

How the Cookie Crumbles (2021-2022), Ashley B

- 21% of gross revenue from cookies went to SU & Troop proceeds
 - 28% went to program management and baker costs.
 - 51% was invested in Council services.
- This is a higher rate of return to SU and troops than in our surrounding Councils.
- National average troop proceeds were \$1,831; in GSCB was \$1,931, slightly above average
 - In 2021-22 \$644,316 of cookie proceeds went to troops

- Comments on cookie prizes: could cookie dough be offered more at lower increments as an option? Girls are more excited about paying for Council events or camp than some of the prizes. Ashley B responded that they can consider it but it's a balancing game of trading LBB cheap prize prices for losing Council program proceeds. Comment about tech-heavy prizes not being ideal for young girls. Comment about cheap prizes that break quickly. Difficult to push girls to sell for lack-luster rewards. Surveys for girls to pick reward options are nice but difficult for us to encourage participation during summer.
- Comment about the prompt surveys from Council. Ashley mentioned they are keen to get better cookie feedback by sending surveys more often and immediately after milestones (e.g., initial order, SU cookie drop).

National Council Session Updates- Tracie B

- National Delegates are meeting on 2/17
- They will go through details and present to our Association after.
- National Council Session is July 18-22 in Orlando

Open Floor- Claudia

- Amy M- kudos to Danielle Lubbers for being awesome and doing everything camp and program related!
- Having raspberry rally cookies only shipped really hurts. Why advertise a new flavor that we cannot offer until 2 weeks before cookies end? Shipping adds a lot-making them even more expensive. Many leaders will end up footing the shipping bill themselves to provide for customers.
- Claudia had no new updates on camps to share.

Next Steps

- Read the bylaw revisions.
<https://www.gscb.org/content/dam/gscb-redesign/documents/governance/GSCB%20Bylaw%20Revisions.pdf>
- Share the news from the meetings, and the bylaw revisions with your Service Units. Feedback/Questions can be sent to Association Chairs, who will get them to the Board.

SAVE the DATE
GSCB Annual Meeting
April 19th, 2023
5pm-8pm
Del Tech in Dover

Thank you to Ashley Arnold and Alison Rogerson for taking minutes during the meeting and sharing them.

These minutes are a compilation of their notes.