

March 25, 2024

On behalf of the Board of Directors, I am happy to share the following highlights from the March 25, 2024 meeting of the Board of Directors of Southern Arizona. This meeting was conducted in person and by Zoom. As per our bylaws, we did have a quorum to conduct business.

Pamela Traficanti
Board Secretary

Present in person: Pam Treadwell Rubin, Carly Kaplan, Pamela Traficanti

Present via Zoom: Anne McLain Whipple, Elaine Becherer, Lynn Borders, Maggie Shafer
Melissa Arroyo, Melissa Lopez, Tanisha Price Johnson, Tia Tsosie Begay

Staff present in Person: Kristen Hernandez, MacGyver Tank, Melissa Tomlinson, Niki Hoffman, Elizabeth Locke Thomas, Timalee Nevels

Nicholle Zarkower, Board Treasurer convened the meeting 5:05pm

Mission Moment: Tonight is Tia Begay's last board meeting. She has chosen not to renew as her first term comes to a close next month. Tia has been an awesome board member and has contributed in many meaningful ways. We will miss her wisdom and guidance as a board member.

CEO Update

Kristen Hernandez, CEO

Kristen shared a brief update with the following highlights which also serve as an update to her goals for the year:

- The news is out- we did hit our million box goal! More to come on that in Elizabeth's report. But it should be noted that our budget is built in the summer before we even know what our membership looks like for the new membership year. This is a huge success of and by our girls, no question, but without the strong leadership of Elizabeth, it would not have happened.
- On the culture front, we are evaluating a couple of needs we have and whether and how we can close the gap. It has been 8 months since we had a resignation and we feel really great about that.
- Our strategic plan for diversity and inclusion is being operationalized and this summer individual staff and teams will be fitting those tasks into plans of work. Tracking and accountability is in progress as well.
- The parental leave repayment draft/s are still underway by our HR consultant. We will send it out in advance of the next meeting.
- The Board retreat is coming up on Saturday, June 8th. If you have anything you would like to see happen at the retreat, please reach out and let Kristen know.

CFO Report

Melissa Tomlinson, CFO

Melissa Tomlinson, Consulting CFO, reviewed the financials from month ending February 2024. These documents were reviewed and approved by the Finance Committee last week.

Motion: Motion to approve the month ending February 2024 financials as put forward by the Finance Committee. Motion by Pamela Treadwell Rubin/Second by Pamela Traficanti **Motion Passes**

Melissa shared the new historical balance sheet document. Nicholle and Melissa have worked on this document to support your institutional knowledge and better understand the financial health of the organization.

Product Program Update

Elizabeth Locke Thomas, CMDO

There is no question that this is the girls win, along with our exceptional volunteers. GSUSA dropped six different products into stores in mid-February. We believe that this was one of the driving factors that caused our strong early trends to wane earlier than customarily happens. To compensate, we launched a number of contingency plans. We did a midyear inventory check and several contests with different target markets. The largest new idea we implemented was allowing troops to take out cases of cookies on consignment. We ended up with only 100 cases coming back to us in this effort.

Dramatic statistics from this year:

- Average of 576 boxes sold per girl
- 10% increase over last year's sale
- Just 1,743 girls sold over a million boxes

We've been locally on two different news shows to thank the community.

It is requested that we share out the breakdown of the statistics of where the cookie costs go.

Carly will write an email to GSUSA to express her opinion about the national marketing of trademark assets with zero profit share to councils. It is suggested that perhaps Carly can have others sign on with her.

Fund Development Update

Niki Hoffman, CMDO

It's event week. Cookies and Cocktails is Thursday. Approximately 240 tickets have been sold to date. We are trending very close to the total goal for the event at this point before taking into consideration the raffle baskets and wine wheel. We could use some additional wine donations. We have approximately 30 baskets to raffle.

We are aware that the Sweet 16 game will be on at 4pm and we will have it on at the event venue and won't begin our program until after the game ends.

Governance Committee update

Kristen Hernandez, CEO

Delegate Slate-

Motion to approve the list of members to serve as delegates for the 2024 Annual Meeting. Motion by Pamela Treadwell Rubin / 2nd Lynn Borders

Motion Passes

Board Slate-

Melissa Arroyo

Melissa Arroyo, Pamela Treadwell Rubin and Anne McLain comprise our Governance Committee. Their priority task each year is to assess board skill sets and gaps and identify candidates for the Board. This year, we have two adult candidates and two girl candidates on the slate to be moved forward to the membership. The Council Delegates just approved, will be voting on the slate in the coming weeks.

- Michelle Saint Hilarie
- Karen Riddle
- Mya Gonzales

- Arcianna Gonzales

Motion to advance the 2024-2025 Board slate as presented by the governance committee forward to the membership for a vote. Motion by Pamela Traficanti / 2nd Pam Treadwell Rubin

Motion Passes

Consent agenda-

Motion to accept the consent agenda, which includes the dashboard, agenda and draft minutes from 2/26/24.

Motion by Pam Treadwell Rubin / 2nd Anne McLain Whipple

Motion Passes

The meeting was adjourned at 6:17pm