

January 27, 2025

On behalf of the Board of Directors, I am happy to share the following highlights from the January 27th meeting of the Board of Directors of Southern Arizona. This was a hybrid meeting and was conducted both in person and by Zoom. As per our bylaws, we did have a quorum to conduct business.

Pamela Traficanti
Board Secretary

Present in person: **Terry Flores, Pamela Traficanti, Nicholle Zarkower, Carly Kaplan, Karen Riddle, Maggie Shafer, Anne McLain Whipple, Kabrina Lee, Melissa Arroyo, Bella Duncan**

Present via Zoom: **Rukiya Higgins, Pam Treadwell Rubin, Lynn Borders, Tanisha Price Johnson, Arcianna Jimenez, Elaine Becherer, Sheila Kressler Crowley, Michelle Saint Hilarie, Melissa Lopez**

Staff present: Kristen Hernandez, Melissa Tomlinson, MacGyver Tank, Elizabeth Locke Thomas, Timalee Nevels

Teresita Flores, Chair convened the meeting 5:0p5m

Mission Moment:

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:

- We are starting 2025 off in a very strong position. We are hitting our KPI's in every category.
- The team is ramping up for camp and is determined to return to pre-covid numbers.
- Early Bird Registration starts in April and the team is working in a variety of directions to implement the first part of the dues increase.
- We did have a reduction in force this past month, losing two positions. One in Marcomm and one in Membership.
- Kristen has prepared several options to present to GSUSA to mitigate the damage that the dues increase presents.

CFO Report

Melissa Tomlinson, CFO

Melissa Tomlinson, Consulting CFO, reviewed highlights from the financials of end of month November and December 2024. These documents were thoroughly reviewed and approved by the Finance Committee last week.

November

- Revenue was just under \$218,000 which beat budget by almost \$139,000. This is largely due to a gift from a foundation which we had hoped would arrive in the last fiscal year, but did not.
- On the expense side, we are managing spending closely and came in about 3% over budget.
- We had budgeted for a net loss for the month and thanks to investments, we did end still negative but in a more favorable position than budgeted.

December

- Revenue was down compared to budget by \$14,000.
- Expenses again came in about 3% over budget.
- Personnel variance evened out compared to November.

- The market in December wiped out the November gains and left us with an investment loss of \$106,000
- The Finance Committee has recommended that we move investments 'below the line' in our financials so that the management of operations can be measured by the Board more easily.

The balance sheet is strong and the budget is being managed closely and well.

Motion: Motion to approve the November and December 2024 financials as put forward by the Finance Committee. Motion by Nicholle Zarkower Second by Kabrina Lee **Motion Passes**

Property Update

MacGyver Tank, COO

- Over winter break, we had all three buildings on the Broadway Campus repainted on the exterior.
- Roofing work has been completed on one out of 2 buildings on Broadway Campus and 1 at the Hacienda
- Work is resuming at CWP on fences and ramp to the Troop House
- Firehouse Subs has given us a tremendous gift of 11 AED units. We will have 1 in every office building and each camp as well as 3 mobile units that we can take to events
- GLHN has submitted their report for their assessment of the Hacienda and the prospects for construction and we will be diving into that report shortly

Product Program Update

Elizabeth Locke Thomas, CMDO

We are 40 days into the sale and have moved 661,173 packages, which puts us at 67% to goal.

Care to Share is ahead of last year.

We have more than 300 girls participating in the program than last year.

Digital cookie is trending 40% above last year.

That said, the speed of new pickups of cookies has slowed down. We are tracking about 3% slower than last year at this point for troops picking up additional cookies. We are tracking this very closely and making adjustments in real time. An example is changing the visuals in our cookie marketing from fun cookie photos to photos of the girls we serve. Our hope is to cut through the 'noise' in the media/social streams and have more impactful messaging come through with our calls to action.

Our girls are doing great with their goals. We have 45 who have already hit 1,000 boxes sold and 440 who have over 2,500 and 45 have already achieved the Cookie Boss level.

Question: Has the price increase made a difference?

Answer: It appears that our troops have had minimal negative feedback. We think the odd pricing has contributed to the reason Care to Share is up significantly.

Discussion followed about the opportunity at hand if we created a track for High School girls not already in Girl Scouting if all their rewards were geared to funding their High School experience- IE- Prom, yearbook, cap and gown etc. Elizabeth will follow up on this concept with Carly.

Governance Committee Update

Anne McLain, Director

The slate is coming along nicely. Andrea Harbeck will be put forward to the Board. We have several other strong candidates in the pipeline. Interviews with two girl candidates are being held in the next two weeks. We have two very solid candidates for the positions coming open.

Philanthropy Committee Update

Elaine Becherer, Director

The new committee has met. Statewide approach to work will be a new focus, while we do the current work that needs to be done to keep up the legacy asks and events.

Adding a male to the committee might be a smart addition in order to lend a different voice and a different sphere of influence than we currently do.

We need to be just as nimble with shifting collateral etc. in the midst of things as we do with the cookie sale. Changing up imagery, pitch etc. This committee is looking at some angles we are not currently working such as multiyear funding and statewide funders as strategies.

The team is working to both maintain what is working and to grow into these new areas and ways of work.

Generative discussion-

Kristen Hernandez, CEO

Tonights discussion was to be about the Strategic Alignment process which is due. We are at the end of our previous 3 year plan. As we approached late summer, we had been poised to launch the process and had great excitement for the near term future for the Council. Then GSUSA came forward with the Membership Dues increase, which necessitated a pause and regrouping of the team before we move forward. Having taken that pause now, we feel that it can't be business as usual in terms of the strategic process. Key to the process must be how to tell our story. Rest assured, we are diligently working to come up with a method that will meet our needs and those of GSUSA. More to come on this.

Consent agenda-

Motion to accept the consent agenda, which includes the dashboard, agenda and draft minutes from November 2024. Motion by Maggie Shafer / Second by Anne McLain.

Motion Passes

The meeting was adjourned at 6:31pm