

November 24, 2025

On behalf of the Board of Directors, I am happy to share the following highlights from the September 29, 2025, meeting of the Board of Directors of Southern Arizona. This was a hybrid meeting and was conducted with all attendees on Zoom. As per our bylaws, we did have a quorum to conduct business.

Pamela Traficanti

Board Secretary

Present via Zoom: Melissa Arroyo, Natali Behar, Karyn Damschen, Pam Treadwell Rubin, Sheila Kressler Crowley, Leia Begay, Pamela Traficanti, Tanisha Price Johnson, Elaine Becherer, Cheree Meeks, Lesah Sesma, Tanya Tretshok, Nicholle Zarkower, Karen Riddle, Lynn Borders

Staff present: Kristen Hernandez, MacGyver Tank, Melissa Tomlinson

Guest present: Ryan Matchett- prospective board member

Sheila Kressler Crowley, Chair, convened the meeting and introduced Ryan Matchett, who is considering joining the Board representing TEP when Lynn Borders retires.

A mission moment is provided in written form from our Staff Supported Daisy Troop.

CEO Update — *Kristen Hernandez, CEO*

Kristen provided an update which included the following highlights:

GSUSA has decided to sell some of their properties. They plan to sell 3 of the 5 floors they have in their 5th Ave. offices in NYC. They will use some of the proceeds to pay down the national Girl Scout retirement debt. In addition, they plan to sell the Edith Macy Conference Center in Briarcliff Manor, NY. The proceeds from the Macy property will be earmarked for training needs in the future.

We kicked off the membership year on 10/1. Engagement is low in all areas- fall sale, program registrations, volunteer trainings, Scoutchella tickets etc. We are doing an abundance of outreach to families at this time letting them know that we never want finances be a burden to participation.

Sierra Mollenkopf from our Fund Development department, is moving back to Ohio in the coming weeks. We will be hiring for this position, but do have an internal candidate who has applied for the position.

We have had a question lifted up to us from our DEIA committee related to immigration and customs enforcement operations and the upcoming large scale events and Cookie booths. GSUSA has not provided any guidance. While we haven't been made aware that ICE is targeting any child centered activities, we are monitoring closely.

It has been a very busy new Troop Year start with the team putting many miles on vehicles as we visited every one of our communities for Volunteer Summit and Cookie Trainings. Many connections were nurtured and honest conversations were held.

Finance Update — *Melissa Tomlinson, COO*

Melissa presented an overview of the end of the fiscal year for 2025 and the start to fiscal year 2026. These financials were reviewed in depth and approved at the Finance Committee meeting last week. All documents were provided in the packets sent in advance of this meeting.

Motion to accept the draft September and October financials as approved by the Finance Committee

Motion by Nicholle Zarkower. Second by Lynn Borders

Motion passes.

Motion to accept the draft October financials as approved by the Finance Committee

Motion by Karyn Damschen. Second by Melissa Arroyo

Motion passes.

Kristen shared that she and Melissa met with our Financial Advisors at Merrill Lynch in recent weeks to review habits and history related to using funds from our reserves. Steve was able to present various scenarios to forecast how long the reserves would last relative to various spending scenarios. We are grateful to have these partners with the knowledge to help us steward our reserves thoughtfully and we continue to be mindful of our resources.

Events Recap- Kristen Hernandez and MacGyver Tank

Our Over the Edge event was seamless this year and the day was wonderful in terms of wind and weather. Our two fundraising co-chairs brought in approximately \$28,000 between them. We are grateful to Board members who were active in helping make this event happen. Melissa Arroyo made the introduction between 4 nurses who expressed interest and our team connected with them to make it happen. Tawyna Tretschok came in with 3 surgeons to rappel. Sheila, Lynn, Pamela and Terry Flores all came in with rappellers as well.

Several Board members shared how easy it is to recruit participants, with the key being to stir up excitement early. It is suggested we might waive the deposit for youth and young adults which might result in additional rappellers. Another Director shared that with ten approaches to participate, she was unable to find anyone willing to rappel, even with her offer to pay the deposit. We are tentatively reserved for 11/7 or 11/14 pending UA football schedule and the Over the Edge Schedule.

For the staff, operationally this event is a well-oiled machine. The largest factor that determines financial success is the number of participants on the ropes. The key to the number of participants on the ropes is active recruitment and sharing of leads with staff for follow up and conversion on those leads. Based on the size of our building and duration of the time on ropes we could host an additional 15-20 rappellers- which would generate an additional \$15,000-\$20,000 in revenue.

This year, we anticipate final revenue of about \$80,000 revenue and the revenue goal was \$65,000. Expenses are being finalized and so net profit and profit ratio has not been finalized.

Question- are we open to a conversation whether this is the event for us, when we haven't maxed out the ropes in recent years.

Answer- Kristen advised that we are always open to the conversation. She counters with the question to be asked is whether everyone has maxed out their efforts at recruitment.

Another point raised is whether we have another event to replace the funds generated to say nothing of the positive community exposure that is generated by this event.

A request is made to pause on this tonight and schedule time in a future meeting dedicated to this subject once we have the final profit numbers on the event.

Fundraising Committee Update - *Elaine Becherer, Chair*

The committee has been having this discussion proactively and requested 10 years' worth of data on this event. The fundraising committee would like to have a co-committee meeting with the Finance committee

An overview of the past 10 years of the Over the Edge event's financial history is shared on the screen.

The committee is concerned about the expense to profit ratio for the event. It is suggested that best practice for fundraising events, is generally accepted to be 35%. Discussion ensued.

- It is acknowledged that staff costs are not included in this analysis, and is a common industry practice
- It is acknowledged that the staff and board loves the event for a variety of reasons, including mission focus, accessibility and visibility in the community
- A representative of a sponsor organization shares that her company loves to sponsor and support in other ways because of the events visibility
- The numbers presented include corporate sponsors, which in some years were much larger due to a different climate in the country. It might be an unfair comparison against current funding conditions
- There is a concern and question as to whether discussion about whether any particular event used as vehicle for fund development is operational in nature rather than a governance matter

An additional topic presented by the committee was the idea of using the Annual Meeting as a mechanism to court potential funders if we add a high level fundraising update to the other report outs that are made that day. The Annual Meeting and accompanying events on that day showcase the work that is done by GSSOAZ.

Scoutchella update— *Kristen Hernandez, CEO*

We are anticipating about 1,000 guests for our event on 12/6. We could really use some Board member support from 3-5pm in the VIP reception which will be held in the suites. There will be a bar and catered food from the Nook. We have a former Board member, Kimberly Bowie who will make an ask for financial support from the 90 women. We will need help with welcoming, distributing a gift and making sure that the guest can find their way to the reception. Logistical questions are answered as Directors step up to assist.

Generative discussion— *Sheila Kressler Crowley, Chair*

The scheduled generative discussion tonight will be tabled due to time constraints, but the Board Chair left the group with a reflection question that ties back to the summer Board retreat. It is also relative to tonight's discussion about events and might inform future discussions on the topic. Sheila asks Directors to spend some time on the following: What does it mean for us as a Board for us to be champions for today's Girl Scouts? Are we showing up as a program board, a fundraising board or an ambassador board and what should our balance be?

A brief discussion ensued and the following points were made:

- Out of Sheila's Board chair cohort (15) at a recent national meeting, she discovered we were the only Council that did not have a mandated 'give or get'.

- There are some boards- Boys and Girls Club as an example where the expectation is that becoming a Director carries an annual donation in the thousands of dollars.
- Any nonprofit board's primary responsibilities include fiduciary, governance and fundraising functions.

This will be our topic for January's Board meeting.

It's requested that leadership provide some examples of the actions of the Directors on each of the types of boards described.

Consent agenda

Before the vote, Sheila advised we have received a mid-term resignation from Michelle Saint Hilarie. There were no issues brought forward for her resignation.

Motion to accept the consent agenda, which includes the dashboard, leadership reports, agenda, minutes

Motion by Pam Treadwell Rubin. Second by Nicholle Zarkower.

Motion passes.

The meeting was adjourned at 6:28 p.m.