

## Summary of Board of Directors' Action for March 29, 2014 and June 21, 2014

### Girl Scouts of New Mexico Trails

- Approved exploring continued use of the Hamlin House in Portales. Currently only one troop uses the facility on a very sporadic basis. The facility is older, located in a neighborhood and not conducive to programming for girls.
- Recipients for Awards and Recognitions were approved and a decision made to host an event for adults to celebrate their successes.
- A generous gift was received from Robert and Susan Thompson that has been approved for use in the High Country Vision
- The document "*State of the Girl*" was presented highlighting the continued needs of services for girls across the country.
- The "Ban Bossy" campaign was shared.
- Updates were provided related to the Pension fund and the efforts made to Congress and IRS was successful to minimize the full impact of the fiscal challenge.
- The cookie program will include a Digital platform next season.
- First Lego League was a tremendous success. Two Girl Scout troops won 1<sup>st</sup> and 2<sup>nd</sup> place respectively: The Atomic Flying Pickles and Bloonatics.
- A 5 month year to date review of the strategic vision was presented.
- Lynn Trojan Vice President of Advancement for Accion NM, AZ, CO, NV presented successful strategies for development.
- The High Country Vision will focus on Camp Elliott Barker and the annual campaign will focus on Rancho del Chaparral and the Girl Scout Leadership Experience.
- A task group will be comprised of volunteers, staff and finance committee members to explore the pro/cons of the Council Service Fee as approved at GSUSA convention in Houston in 2012.
- The board shared there was no recommendations for Bylaws changes for this upcoming annual meeting and, therefore, did not appoint a bylaw task group.
- Early Bird registration grew from 269 last year this time of year to 828 girls and 793 adults.
- Bernalillo now has 94 girls compared to none this time last year.
- 85 new potential girls were recruited through staff efforts in the four corners area.
- The staff is doing a tremendous job building our membership, implementing programs and focusing on geographic areas that have traditionally been underserved.
- We are #1 in the region for growth in membership at K-5 and we are not losing older girls. Older girl membership remains unchanged.
- We are 25<sup>th</sup> of 112 councils in membership growth rate.
- We secured in-kind donations to start our own "Build your own Skateboard" series program.
- Campers are arriving!
- Christina Frain- long term Director of Programs and Innovations accepted a new position in Boulder as a Marketing Director for a Rock Climbing program. Right up her ally- we wish her well!

- We are expanding our partnerships with Army Corp of Engineers, Highlands University, Boys and Girls Clubs and numerous other groups.
- Our annual grants program is growing significantly and has met annual goals 3 months early.
- The challenge of decreasing revenues in the Cookie Program has been difficult and strategies were shared to offset this trend.