

Girl Scouts of New Mexico Trails 7th Annual Meeting, 2014

Date	Saturday, November 15, 2014
Time	11:00 AM
Location	National Hispanic Cultural Center
Presiding	Marti Fournier Revo, President
Call to Order	11:00 AM, Marti Fournier Revo
Flag Ceremony:	Posting of the Colors. Color Guard: Girl Scouts from Clovis and Albuquerque, and South Valley (Albuquerque) Reciting of the Girl Scout Promise
Introductions and Thank You: Marti Fournier Revo, Board Chair	Head Table: Peggy Sanchez Mills, CEO Marti Fournier Revo, Chair Mary Beth Thornton, Vice Chair Marian Wrage, Secretary Sherry Schulz, Treasurer Becky Teague, Board Member Chris Morgan was introduced as the Parliamentarian for the annual meeting
Credentials Report: Marian Wrage, Secretary	The by-laws for the Girl Scouts of New Mexico Trails state a quorum is one third (1/3) of the members of the Council then in office. In order to be counted, a voting member must be present or shall have submitted a proxy request, in writing prior to the Annual Meeting. There are 14 Service Units Represented 29 Delegates in Attendance 1 Board Development Committee Member 10 Board of Director Members Present And 22 Guests As stated in our by-laws, this constitutes a quorum.
Standing Rules: Marti Fournier Revo, Board	Motion: by Mary Beth Thornton to adopt the Standing Rules as included in the delegate packets, seconded by Becky Haulenbeek.

Chair	The vote held by a voice vote. <u>Motion Carried.</u>
Adoption of the Agenda: Mary Beth Thornton, Vice Chair	The final copy of the business meeting agenda was included in the delegate packet <u>Motion:</u> by Mary Beth Thornton, that the Business Meeting Agenda for the 2014 Seventh Annual Meeting of the Girl Scouts of NM Trails be adopted. Second by Anne Zupfer. The vote held by a show of hands. <u>Motion Carried.</u>
Appointment of Tellers: Marti Fournier Revo, Board Chair	Tellers for the GS NMT Annual Meeting are: <ol style="list-style-type: none"> 1. Cecilia Chavez 2. Jordyn Haught 3. Amber Ortiz <p>Should a vote need to be counted, the tellers will proceed as directed to count the votes.</p> <p>Sarah Ruiz and Jena Schutz will serve as time keepers for the Annual Meeting.</p>
Appointment of Minutes Reading Committee: Marti Fournier Revo, Board Chair	A committee to review the minutes of this Annual Meeting shall be appointed to make any corrections needed and to file those minutes for the next Annual Meeting. At the 2015 Annual Meeting, the Minutes Reading Committee will make a report of the 2014 Minutes. The 2014 Annual Meeting Minutes Reading Committee is: Colleen Schaeffer, Chair Donna DeWitt Anne Zupfer
Approval of the November 2013 Annual Meeting Minutes: Marian Wrage, Secretary	The Approval Committee for 2013 minutes consisted of: Martha Benn as chair, Jennie Barton and Gigi Gallegos.
Approval Committee: Martha Benn, Chair	Presenting the 2013 Annual Meeting Minutes

	<p>Minor grammatical changes were made; these do not change the content of the 2013 minutes.</p> <p>The minutes of the November 2013 Annual Meeting will be filed.</p>
<p>Leadership Reports: Martin Fournier Revo, Board Chair Peggy Sanchez Mills, CEO</p>	<p><i>Marti Fournier Revo, Board Chair</i> Welcome to each of you! Today we conduct the business of the organization and share the 2014 Annual Report of our work for the past year.</p> <p><i>Peggy Sanchez Mills, CEO</i> Thank you Marti and thank you, volunteers, for all you do for the girls of Girl Scouts of NM Trails. It is amazing how many dedicated volunteers we have that provide endless hours of time in helping girls become the best they can be. And wasn't it wonderful to see so many girls receive their Bronze, Silver, and Gold Awards this morning!</p> <p><i>Marti Fournier Revo, Board Chair</i> We have much to celebrate but we also need to face our realities. Membership is trending downward across the country but we are holding our own – we have plugged the hole and stopped the bleeding. Peggy's staff has done an incredible job rebuilding our membership. And we are reaching into communities that have not been served in many years.</p> <p><i>Peggy Sanchez Mills, CEO</i> Membership is a challenge and we must remain diligent in our efforts to assure all girls have access to a Girl Scout experience. If the current trend continues across the country, membership in Girl Scouts of the USA will have 1 million less girls in three years. But this past year, we have been successful in working with Pueblo communities, Algodones, Torrance County, and Bernalillo, and we are moving into Isleta Pueblo and Cuba. These communities are ones that we could not find volunteers to build troops. Our staff, through various grants and along with skill-based volunteers, are responding to the amazing demand for Girl Scouts in these communities.</p> <p><i>Marti Fournier Revo, Board Chair</i> Another reality for us these last few years is the declining revenue from the Cookie Program. This is related to declining membership. Over the last few years we have lost over \$900,000 in sales that goes to supporting the Council services. With only 30 staff members spread out over 71,486 square miles, our staff covers more territory and works with passion and commitment to</p>

meet the needs of the Council.

Peggy Sanchez Mills, CEO

Several years back, we put into motion our strategic vision for a sustainable future and it was based on our reality that over 75% of our revenue to support the girls and volunteers come from one source – our Girl Scout cookies. That is a terrible business model for any business, to be so reliant on one source of revenue. I am happy to report that our strategic vision is becoming our new reality. We raised \$500,000 in new funding during the last year so we are on our way to diversifying our revenue base. We are also raising the price of cookies to \$4 a box.

We hired a volunteer coordinator that is providing more consistent training and support to our volunteers. And we have an on-line registration system that helps expedite registration for volunteers and girls and our volunteers can participate in an on-line webinar. We moved the regional managers in to newly aligned territories and we have an outstanding crew of regional managers led by Angela Saylor. We are seeing more girls benefiting from the Journey experiences and participating in more girl-led activities. We also had a record-breaking 1,800 girls attend camp this year. And, 90% of the current troop leaders report that they plan on returning next year. We have over 2,400 volunteers and we are working hard to support them and meet their diversified needs.

Marti Fournier Revo, Board Chair

This year, we completed so much work at the camps that it will assure our girls will have pristine camps for years to come. At Camp Elliott Barker, we completed renovation of the commercial kitchen and added two bathrooms. At Rancho del Chaparral, we replaced the 45 year old showers and installed a new kitchen hood and refrigeration system. These were critical needs to satisfy all safety and sanitary standards.

Peggy Sanchez Mills, CEO

Mentioning these projects reminds me of two stories. First, I remember when I was 15, my mom, our troop leader, took us to the new camp that was named Rancho del Chaparral and we helped clear the land for this new camp. I was irritated that I would not get to go to this camp because I would be 18 long after they had it built. Then I realized that I was helping build the future for a young girl probably not even born. The second comment I want to share just occurred at the National Convention. One of the delegates asked me “will the Girl Scouts still be in existence when my daughter’s children are born? That stopped me cold and I

recommitted to my passion to assure that we fully understand our responsibility to not only assure Girl Scouting for our daughters but also for the girls not yet born. A powerful responsibility for all of us regardless of our roles.

Marti Fournier Revo, Board Chair

Speaking of National Convention, we had over 30 people from our council join in. Our delegates were Marian Wrage, Sandy Trissel, Peggy Sanchez Mills, and myself. We had 10 girls participating in the Girl Scout Leadership Institute that ran parallel to the convention. You will hear more of their work during lunch.

Peggy Sanchez Mills, CEO

Convention was great fun! It is always good to visit with other councils and know we share the same struggles. Another exciting discussion was outdoor programming and the development of new outdoor badges designed with girl's input. The 240 girl delegates were right up at the microphones sharing how important outdoor programming is to everyone, in both urban and rural settings, and in camps, but the important message delivered was their love and appreciation for the natural world. Our girls are counting on us. They need us to work together, to support each other, and to be the consistent adult in their worlds. We are one movement, investing in girls, so it is our challenge to make sure that ½ of our world's voice don't continue to be sidelined. Girls and women are still an underutilized talent based on our numbers. Our winning proposition, and my elevator speech, Girl Scouts of New Mexico Trails is a diverse community across a large geographic area that is dedicated to bringing girls together to share and recognize their amazing stories, talents, and potential that will help them become leaders in their own lives and their communities.

Marti Fournier Revo, Board Chair

We have made great progress in developing the tools to get us there. Our membership losses are decreasing, our retention of staff and volunteers is increasing, more girls are experiencing the full Girl Scout Leadership Experience (GSLE), our fund development efforts are paying off, under-served communities are being engaged, and our technological systems are improving. Long neglected work at our camps has been completed and our assets are protected for the future. We are on firm ground but need to remain cautious and diligent.

Peggy Sanchez Mills, CEO

Yes, we will even have Digital Cookies this year; we can now buy

	<p>cookies with a smart phone. We are lean but mean – and we produce great results. Our girls are 7th in the nation in cookie sales; they sold 243 boxes per girl on average last year! And the national average is only 162 boxes. So while other councils may have huge volumes in revenue because they have such a large population, our girls perform better as individuals!</p> <p><i>Marti Fournier Revo, Board Chair</i></p> <p>We have done a superb job this year with several programs. <i>FIRST</i>[®] LEGO[®] League has grown from 10 teams in one tournament to now 114; we will have 5 pre-qualifiers leading up to the state tournament. The teams are in Four Corners, Clovis, Socorro, Los Alamos, Las Cruces, and Albuquerque. We have 3 Girl Scout teams in Los Alamos, 2 in Clovis, 1 in Albuquerque and 1 team in Durango. The Science, Technology, Engineering and Math (STEM) program is held in Mountainair, Albuquerque, Clovis, Algodones, and San Juan area. Financial support is tremendous from United Way of Central New Mexico, Intel, and Kerr Foundation. We have increased girl membership in Gallup and Grants, Las Vegas, and Taos. And our girls enjoyed Day Camp at the Museum in Albuquerque – the Imagine Journey, tied to STEM.</p> <p>And finally, our own Haley Hanson was one of the ten Young Women of Distinction based on her Gold Award Project and was featured at the National Convention.</p>
<p>Treasurer’s report: Sherry Schulz, Treasurer</p>	<p>The council’s fiscal year ended on September 30, 2014. The audit risk committee recommended and the board retained CPA/audit firm Ricci & Associates for an additional two year contract. The audit for the most recent year will begin early December. The unaudited financials for the year show total revenue for the Council at \$2,571,151 up \$18,840 from last year; with total expenses of \$3,465,752 up by \$328,585 from last year. Investments were used to pay in full, the outstanding \$500,000 loan at the end of the fiscal year.</p> <p>Our financials for the year show total assets of \$4,522,720 down by \$58,949 from last year. Liabilities are \$1,515,834, up from last year by \$414,569, of which \$87,477 of this is GSS\$. As compared to fiscal year 2013/2014, current assets are down by \$31,861, investments are up \$2,519 and liabilities are up by \$414,569.</p> <p>Our master development strategic vision continues to be a priority as well as increasing our non-product sales revenue. While we experienced a second year of shortfalls in revenues from cookies,</p>

	<p>we did invest contributions raised into the properties as these are our most important financial assets that we have a fiduciary responsibility to care for and maintain. We always hope for a strong return on our fund development efforts and are pleased that \$500,000 in new revenue was secured this year. We remain diligent and conservative in managing our assets and plan for the future with the same. Currently, we have a contingency task group that is reviewing every expense and asset of the Council with the goal to strengthen our long-term financial sustainability.</p>
<p>Board of Director’s Nomination: Maggie Wood, Board Development Chair</p>	<p>Board of Directors: Charrissa Lin Pamelya Herndon Marny Schantz Marian Wrage Mary Hockaday Jodi Maheras Casey Hoyt, Girl Member</p> <p>Board Development Committee: Marian Wrage Marny Schantz Delanie Montoya Nancy Jo Nicholas Teresa Martinez</p> <p>Officers: Vice-Chair: Maribeth Thornton Secretary: Becky Teague</p> <p>No nominations from the floor were received by the board chair at least 72 hours in advance of this meeting.</p> <p>The vote on the proposed slate held by a show of hands.</p> <p><u>Motion Carried.</u></p>
<p>Membership Comments:</p>	<p>Bobbi Snediker, Rio Rancho: A proposal from Desert Rose Service Unit. When girls go from Junior to the next level, it is an accomplishment. We should celebrate the girls by providing them a lifetime membership.</p> <p>Sara Jimenez, Espanola: Concerns with the \$4 per box for cookies. People may be more willing to buy more if the boxes are at a lower cost, especially in rural areas.</p>

	<p>Tim Montoya, Aztec: Pointed out that a bag of caramel popcorn costs \$20 and 70% goes to Boy Scouts. He thinks that Girl Scout cookies are still a bargain at \$4 a box.</p> <p>Juanita Flores Hall: Thanked the CEO program. It is a reality program and gives a sense of confidence and reality. Allows girls to understand their own personalities. She asked to have the program brought back.</p> <p>Carley Burnham, Farmington: Commented on outdoor badges. Leaders lack the necessary training, need crossover training. Difficult to get outdoor training.</p>
Installation of New Board Members: Maggie Wood, Board Development Chair	Reading of the Girl Scout Promise and Law and pinning of the new board members.
Thanks to Outgoing Board Members and Officers:	<p>Doug Sieck – Board Member Susan Pickering - Board Member Beth Sellers - Board Member Connie Wenk - Board Member Tammy Roof - Board Member Stacy Niver – Girl Board Member Marian Wrage – Officer</p>
Closing: Marti Fournier-Revo	<p>In closing let me thank the board members, staff, volunteers, girl and adult members for their hard work, dedication and leadership. Collectively, we are Girl Scouts, and it is through our united efforts and activities that the spirit and pride of Girl Scouting grows and thrives. Thank you all for attending today’s business meeting. For those of you that are continuing to spend your day with us during lunch, the staff will guide you to the dining area.</p> <p>We look forward to hearing from Delanie Montoya, our Girl Board Member, over lunch. And we are excited to hold our Conversations of Consequence and hearing more from you.</p> <p>Adjourned: 12:42</p>