

Girl Scouts of New Mexico Trails (GS NMT) 8th Annual Meeting, 2015

<b>Date</b>	Saturday, November 7, 2015
<b>Time</b>	10:00 AM
<b>Location</b>	Indian Pueblo Cultural Center
<b>Presiding</b>	Marti Fournier Revo, Board Chair
<b>Call to Order</b>	10:07 AM, Marti Fournier Revo
<b>Flag Ceremony:</b>	<p>Posting of the Colors.</p> <p>Color Guard: Leading the flag ceremony was Naomi Sandoval who is the reigning Miss New Mexico Southern Agency princess and she is from Wingate School.</p> <p>Reciting of the Girl Scout Promise</p>
<b>Introductions and Thank You: Marti Fournier Revo. Board Chair</b>	<p>Head Table:</p> <p>Peggy Sanchez Mills, CEO</p> <p>Marti Fournier Revo, Chair</p> <p>Mary Beth Thornton, Vice Chair</p> <p>Becky Teague, Secretary</p> <p>Marian Wrage, Member At Large</p>
<b>Credentials Report: Becky Teague, Secretary</b>	<p>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.</p> <p>There are 11 Service Units Represented 20 Delegates in Attendance 8 Board of Director Members Present And 17 Guests</p> <p>As stated in the by-laws, this constitutes a quorum.</p>
<b>Standing Rules: Marti Fournier Revo, Board Chair</b>	<p><b><u>Motion:</u></b> by Julia Minton-Hughes to adopt the Standing Rules as included in the delegate packets, seconded by Carley Burnham. The vote held by a voice vote.</p> <p><b><u>Motion Carried.</u></b></p>

<b>Adoption of the Agenda: Mary Beth Thornton, Vice Chair</b>	<p>The final copy of the business meeting agenda was included in the delegate packet</p> <p><b><u>Motion:</u></b> by Mary Beth Thornton, that the Business Meeting Agenda for the 2015 8<sup>th</sup> Annual Meeting of the Girl Scouts of New Mexico Trails be adopted, second by Sandra Gomez. The vote held by a voice vote.</p> <p><b><u>Motion Carried.</u></b></p>
<b>Appointment of Tellers: Marti Fournier Revo, Board Chair</b>	<p>Tellers for the GS NMT Annual Meeting are:</p> <ol style="list-style-type: none"> <li>1. Cecilia Chavez</li> <li>2. Katrina Garley</li> <li>3. Amber Ortiz</li> </ol> <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>
<b>Appointment of Minutes Reading Committee: Marti Fournier Revo, Board Chair</b>	<p>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 2016 Annual Meeting, the Minutes Reading Committee will make a report of the 2015 Minutes.</p> <p>The 2015 Annual Meeting Minutes Review Committee is:</p> <p>Jennie Barton, Chair Sandy Gomez Gloria Gutierrez Anaya</p>
<b>Approval of the November 2014 Annual Meeting Minutes: Marian Wrage, Secretary-elect</b>	<p>The Review Committee for 2014 minutes consisted of:</p> <p>Colleen Schaeffer, Chair Donna DeWitt Anne Zupfer</p> <p>The minutes of the November 2014 annual meeting were reviewed. Other than minor grammatical changes that did not change the content, the 2014 minutes were approved as corrected.</p>

<p><b>Leadership Reports:</b>  <b>Martin Fournier Revo,</b>  <b>Board Chair</b>  <b>Peggy Sanchez Mills,</b>  <b>CEO</b></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 Annual Report of our work for the past year.</p> <p><i>Peggy Sanchez Mills, CEO</i></p> <p>Let me start by thanking all of you for being here today - Board, staff, volunteers and our girls. I have some topics I would like to share with you today because they are important, timely and, in fact, combined could be the perfect storm of opportunity.</p> <p>As I share some of our challenges, I do this from a place of openness, transparency and with a recognition that we have been here since 1912 and we have endured while thousands of other businesses have disappeared. We have a long legacy of survival, resiliency and tenaciousness. However, there times that we have to dig deep and make additional changes. Now is one of those times.</p> <p>As I reflect on some of the pending changes, I am reminded of the values that keep me coming to work every day - those items that fuel my passion:</p> <ul style="list-style-type: none"> <li>• We know that the purpose of leaders is to bless the next generation.</li> <li>• We know girls have equal value to boys.</li> <li>• We know girls have much to contribute to making the world right for all and that their full talent and attributes have yet to be unleashed fully upon the world.</li> <li>• And we are people, together, who are willing to invest in what we believe.</li> </ul> <p>We celebrate today and are thankful for the committed people in our Council because it is all of us who are making good things happen. We have experienced steady forward progress over the years....not in huge leaps and bounds - but steady growth in the right direction.</p> <p>However, we have some pain points that I would like to discuss with you today. We have to face in a constructive manner that:</p> <ul style="list-style-type: none"> <li>• Girl Scouts is no longer attracting a diverse segment of girls and their families.</li> <li>• We can't deliver consistent quality programming due to our overreliance on overextended volunteers.</li> <li>• We don't transition younger girls well as they transition to middle school and beyond.</li> </ul>
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	<ul style="list-style-type: none"> <li>• We are trying to respond to the multiple needs of the parent as the decision maker for the girl that include the desire for their daughters to: 1) work hard and strive, 2) seek exceptional experiences, 3) to have affordable afterschool care, 4) and a desire for parents to have their daughters enjoy being young. Our parents of today are not content to just have their daughters having fun. They want results and skill building opportunities.</li> <li>• Program delivery is primarily built on a parent volunteer/troop model and very hard to sustain on its own in today's world.</li> <li>• When asked "Who are we?", why do we respond with a multitude of manners? Why do we not share one voice in explaining "Who we are?"</li> <li>• We can't tell our story very well. For example, what are our results achieved that tie directly to the experience girls have in Girl Scouts. What do we tell a parent when asked "What is the benefit to my daughter? And when funders ask: "What is the impact nationwide?" we need to link skill building to our Journeys and Badges.</li> <li>• We can't guarantee enough trained volunteers or leaders to serve all of the girls who want to join.</li> <li>• Girl Scouts only get 8% of funding from philanthropy while Big Brothers Big Sister receives 69% at national level. Why do Girl Scouts receive less than Big Brothers Big Sisters? We are both volunteer-delivered? Is it because we don't ask, or when asked, we don't give? Do we believe because we volunteer and buy cookies that girls don't deserve more?</li> <li>• Lack of consistent volunteers and turnover at regional manager staff level create a need for continual training and rebuilding.</li> <li>• Staff has challenges meeting all of the needs of our varied volunteers. We have 27 staff trying to support 2000 volunteers and 4000 girls spread out over 71,000 square miles.</li> </ul> <p>We all know these things and have experienced them in many different ways. We have solved some and tinkered with others and made progress even if it has been incremental. So what are our Conversations for the Future? Let's talking about:</p> <ul style="list-style-type: none"> <li>• Developing a hybrid staff and volunteer model to provide a more consistent program and enhance the quality.</li> <li>• Increase our partnerships such as with afterschool partners.</li> <li>• Create Super troops with larger memberships and multiple ages.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Seek funding for programs important to girls: BFF, Outdoors Programs, STEM, Careers and Mentoring.</li> <li>• And what about respecting one another?</li> </ul> <p>So are we the only one struggling among our 112 Councils? What are we talking about with our peers and how can we share in the problem solving. We are talking about:</p> <ul style="list-style-type: none"> <li>• Packaging Girl Scout Leadership Experience (GSLE) programming into content modules that are aligned with a smaller number of outcomes that are very clear.</li> <li>• Increase the use of badges.</li> <li>• How do we make decisions as an entire Girl Scout movement and how do we define clear roles and responsibilities between Girl Scouts of the United States of America (GSUSA) and local Councils. Incremental change is not the solution but fundamental change is essential</li> <li>• As we are dependent on cookies, GSUSA is dependent on membership dues and we all need to find a solution to support GSUSA and all 112 Councils.</li> </ul> <p>Let me share a few items we rolling out in our council to respond to the perfect storm of opportunity?</p> <ul style="list-style-type: none"> <li>• CEI- Customer Engagement Initiative- a business model change that will improve the experience of volunteers, including a volunteer toolkit with tools to support their GSLE, it will transform the overall way we deliver our programming making the back office business of volunteer support more efficient and centralized and freeing our staff up to do more recruiting and support of the volunteers. In the Spring of 2016, we will launch this new powerful software tool that will help us help each other improve the quality, responsiveness and accountability of our delivery system.</li> <li>• We are participating in a nationwide Dashboard that is a tool that provides data comparisons, and tells us where we are as compared to our peers. Let me share some highlights: <ul style="list-style-type: none"> <li>○ We are number two in the country for the percent increase in our kindergarten through fifth-grade membership growth.</li> <li>○ We keep 58% of our girls from prior year as compared to our regional peers at 48%.</li> <li>○ However, we only serve 3.0% of our potential population of Girls in our region as compared to 5.7% served regionally. We can improve!</li> </ul> </li> </ul>
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	<ul style="list-style-type: none"> <li>○ We were up 23.17% in cookie revenue as compared to the regional at 0.8%.</li> <li>○ Our per-girl box of cookies sold is 282 vs. nationally only 177.</li> <li>○ And 75% of our girls participate in cookies while in the southwest region only 57%.</li> <li>○ And we have diversified our funding with reliance on cookies at 59% as compared to national average of 65%.</li> <li>○ Our board contributes 100% to our campaign, as high as \$20,000.</li> <li>○ Our Outdoor Initiative was ahead of the national through our investments in camp enhancements and the Camp Elliot Barker Master Development plan. We believe in getting girls outside to help them develop valuable skills and an appreciation for the natural world around them.</li> <li>○ Digital Cookies was a great success for us this year as we joined in a nationwide movement to link girls on line and teach 21<sup>st</sup> century skills and financial literacy.</li> </ul> <p>While these are exciting changes and we are pleased that we fare so well as compared to our sister Councils, we do have other changes that I want to alert you to.</p> <ul style="list-style-type: none"> <li>● This year a task group worked with us in securing Board approval to institute a Council Service Fee of \$15 to assist with expenses in providing these enhanced services and to keep us on track with improving our services. We cannot say for sure at this time what that will mean exactly as we recently learned GSUSA will be increasing the membership fee and we don't know to what amount. However, as we move toward these increases bear in mind Boy Scouts is charging \$50. We should know in January 2016 what the fee will be. What we do know is that there will be an increase both at the GSUSA level as well as an institution of the first time ever Council Service Fee.</li> <li>● We have the Santa Fe and Portales properties on the market to sell and will close the Clovis office in order to increase our efficiency and assure our dollars are used wisely.</li> <li>● And we are slowly shifting our Service Unit (SU) boundaries into larger regions in order to be more efficient with staff time, provide enhanced support to those volunteers that did not have the benefit of a well-run SU. This will be slowly implemented and with a desire to serve all of our volunteers better.</li> </ul>
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- And we are wrestling with new IRS guidelines related to money earning and product sales. We are reviewing these guidelines to make sure our policies and practices meet IRS guidelines and support the product program philosophy and purpose of providing financial literacy experiences for girls. And as always our fiduciary responsibility is to protect the use of our 501 c status.

The Girl Scouts of NM Trails is a viable business with a non-profit mission which means we have to follow laws and regulatory guidelines as any other business ; however, any profits made go back into supporting the mission of Girls as opposed to stockholders and boards of directors.

Yes, there are challenges but as I began in my presentation, we have endured over 103 years and we will continue to do so. But together we can be stronger and become the Premier Organization for Girls.

As we move into the upcoming year, we will continue to seek your input. Please:

- Respond to surveys - we value your feedback.
- Join a committee when the opportunity presents itself.
- Step up to serve on the Board of Directors.
- Call me, have coffee with me, invite me to your SU meetings.
- Invite me to speak to your troops and girls.
- Share constructive suggestions for improvements.
- And most importantly we all need to treat each other with respect - because this is hard work and the going is easier if we are all paddling together.

The theme for today's Annual meeting is - Embrace Change, Transformation, Innovation and Engagement. Change is inevitable but in the process of contributing your thoughts, your time, and yes your resources, we can define our future. I hope we can continue to work together, with a laser eye on the needs of the girls and with humility, integrity and trust. Our staff and volunteers are essential to one another and in our demonstration of the highest level of respect and excellence; we become outstanding role models for our girls.

I thank you for all you do for girls and will be happy to respond to any questions you might have during the Open Forum. Again, thank you to each of you for making Girl Scouts important in your lives.

*Marti Fournier Revo, Board Chair*

Four years! I stand before you today thanking you for the wonderful responsibility to serve as the Chair of the Board of Directors and of the Membership of this great organization. It is a great deal of work- not a job for the weak of heart! Very shortly, I will participate in my last official business as your Chair as I pass the gavel to our next leader. It is a bittersweet moment!

What do I feel most proud of?

- Stabilizing the Council after a very difficult merger. We all struggled in 2008 to go through the realignment process and we did it! It is old news.
- The hiring of the current CEO.
- Conducting town meetings related to our camp properties, and securing Board approval to implement our Master Development Plan for both camps. First we reopened Camp Elliott Barker, and then we reroofed leaky buildings at Rancho, build new bathrooms, and much more.
- We started a major Fund Development program and because of that we are diversifying our funding base and bringing in new partners to invest in girls like LANL, Intel, Merrion Oil, and many, many individual donors. Our board has personally contributed over \$175,000 in the last five years. And, collectively over the five years we have raised close to a million dollars that we have reinvested in serving girls, developing programs and enhancing our camps.
- We have a Strategic Plan that is our road map for our future- focused on solving our challenges and creating a community of excellence in all that we do. It is guided by our Winning Proposition, “Girl Scouts of NM 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 communities”.
- We have maneuvered through financial challenges, staff turnover, plummeting cookie sales, declining membership; however, I am so proud to say that when compared to Councils of equal size throughout the country we are outperforming them!



	<ul style="list-style-type: none"> <li>• And our Board of Directors - I have worked in many non-profits as an Executive Director, and in many volunteer capacities, and I stand before you today and tell you that you have an outstanding Board of Directors that represents you well. They are Girl Scouts through and through, work together as one body in a very respectful, professional manner and keep their eye, at all times, on the good of the whole. I have been very fortunate and privileged to serve as their leader. I thank each Board Member</li> <li>• And to each of you, either as a girl, a volunteer, a parent or a staff member, I thank you for the work you each do every day. This is an organization filled with passion for Girl Scouting and together we can continue to be the premier organization for girls in the world.</li> <li>• Thank you to each of you!</li> </ul> <p>Sherry Schulz, Treasurer, our treasurer had to resign due to personal challenges in her life at this time and we will miss her. Today, I am asking Becky Teague, our chair for our Finance committee to present our Treasurer's report.</p>
<b>Treasurer's report: Becky Teague, Secretary</b>	<p>The council's fiscal year ended on September 30, 2015. Once again, the board retained CPA/audit firm, Ricci &amp; Associates, to conduct the independent audit. The audit for the most recent year will begin early December and be presented to the Board in March 2016.</p> <p>The unaudited financials for the year show total revenue for the Council at \$2,659,013, down \$87,862 from last year; with total expenses of \$2,687,650, down by \$778,102 from last year.</p> <p>Our financials for the year show total assets of \$3,556,473, down by \$794,661 from last year. Liabilities are \$848,876, down from last year by \$677,657, of which \$112,438 of this is GS\$. As compared to fiscal year 2013/2014, current assets are up by \$185,364, investments are down \$801,540 and liabilities are down \$677,657. Our Master Development Strategic Vision continues to be a priority as well as increasing our non-product sales revenue. While we experienced two years in shortfall in revenues from cookies we increased cookie revenue by \$378,247 this most recent year. 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 increasing new</p>

	revenue sources each year. We remain diligent and conservative in managing our assets and plan for the future with the same.
<b>Board of Directors Nomination: Martha Benn, Board Development Chair</b>	<p>The nominees for the board of directors are:</p> <p style="padding-left: 40px;">Karen Bergren Mary Homan Marti Fournier-Revo Tim Montoya Christy Tafoya Victoria Hughes</p> <p>And for the Board Development Committee, the nominees are:</p> <p style="padding-left: 40px;">Martha Benn Casey Hoyt</p> <p>Maggie Wood, who is on the ballot, will be unable to accept an additional term at this time so is not being voted onto this committee at this time.</p> <p>The nominees for the board officers are:</p> <p style="padding-left: 40px;">Becky Teague as Chair Marian Wrage as Secretary</p> <p>We continue to interview several applicants for treasurer. As mentioned earlier just within the last few weeks, our current treasurer Sherry Schulz was unable to continue on the board due to personal reasons. Upon approval of this slate, there will remain four vacancies on the board. We have several candidates that are currently being interviewed.</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><b><u>Vote Carried.</u></b></p>
<b>Membership Comments:</b>	<p>Megan Mullett, Service Unit 152:</p> <ul style="list-style-type: none"> <li>• Suggests that older girl incentives would be better if by per age level consensus rather than just consensus of the whole troop (she has a multi-level troop).</li> </ul> <p>Bobbi Snediker, Service Unit 152:</p> <ul style="list-style-type: none"> <li>• Recommend higher dollar per girl when a girl or troop sells more cookie boxes per girl than the council per girl average.</li> <li>• Recommends free life-time membership for Gold Award</li> </ul>

	<p>recipients.</p> <ul style="list-style-type: none"> <li>• Recommends written campership guidelines.</li> <li>• Recommends logging (and selling firewood) at the camps to help raise money for the Council.</li> </ul> <p>Mandy Griego, Service Unit 184</p> <ul style="list-style-type: none"> <li>• Suggested that volunteer hours should be estimated and included in the Annual Report. The Federal matching rate is \$22 per hour and this would better reflect the monetary value of volunteering in the Council and Service Unit.</li> <li>• Stated that the programs listed in the Annual Report are only the Council-sponsored programs and not all of the programs run by Service Units. Suggests that these programs need to be listed in the Annual Report as well.</li> </ul> <p>Vikki Brown, Service Unit 122</p> <ul style="list-style-type: none"> <li>• Defined the challenges in Gallup including: rural areas, frontier areas, and Native American areas.</li> <li>• She likes the idea of the “super troop” and thinks it will work well there.</li> </ul> <p>Heidi Love, Service Unit 133</p> <ul style="list-style-type: none"> <li>• Stated that she has struggled with Journeys; they are open-ended and vague. She is glad for more structure that will be coming in the future.</li> </ul> <p>Nicole Bradshaw, Service Unit 132</p> <ul style="list-style-type: none"> <li>• Stated that the Chili Award has changed to monetary and suggests that it go back to historical guidelines.</li> </ul>
<b>Installation of New Board Members: Martha Benn, Board Development Chair</b>	Reading of the Girl Scout Promise and Law and pinning of the new board members.
<b>Thanks to Outgoing Board Members and Officers: Marti Fournier-Revo</b>	<p>I would now like to acknowledge several individuals who have contributed greatly during this last year.</p> <p>We had a most interesting year of change these last 12 months. We said goodbye to Sherry Schulz who resigned for personal challenges facing her, Charrissa Lin who only served 2 months on our board and took a job that was quite demanding and prevented her from serving as a board member in the manner expected. We sadly said goodbye to Don Welker who passed away from a long term illness.</p> <p>Let me introduce Delanie Montoya, outgoing girl board member of 2014 to 2015.</p> <p><i>Delanie Montoya</i></p>

	<p>Thanked Girl Scouts for all her experiences and her time on the Board of Directors has been a great experience for her as well.</p> <p><i>Marti Fournier-Revo</i></p> <p>I am so appreciative of their hard work and commitment and wish each of them and their families a smooth journey.</p>
<p><b>Passing of the Gavel: Marti Fournier-Revo</b></p>	<p>And now I say goodbye and thank you for trusting me as your Chair. I am honored to present to you today a very talented, smart, hard working woman. Let me tell you a bit about her. I first met Becky in 2009 when she stepped up to be Treasurer for our council. She was employed at PNM as the Assistant Controller and an extremely knowledgeable woman in the areas of finance and accounting. A year ago, she moved into the Director of Customer Services for PNM, sits on the Board of Trustees for the PNM Foundation and serves on many committees for our council. We are most lucky to have her as our next Chair. I present to you Becky Teague.</p>
<p><b>Closing: Becky Teague, Board Chair</b></p>	<p>Thank you so much! My first official order of business is to ask Marti to join me as I share a few words about this incredible woman.</p> <p>Marti has been our fearless leader for the last four years. She has provided leadership as we developed our Master Development Plan, hired Peggy Sanchez Mills, stabilized our Council after a very tumultuous realignment and she has done this with a commitment, tenacity, professionalism and grace. She has been known to use her stiletto heels – until we gave her a gavel - to call our meetings to order. Marti ran very efficient, well organized meetings and always kept us focused on strategy and governance. I have personally watched her lead since 2009 and can say we are extremely lucky to have her so committed to Girl Scouts of NM Trails. I present to you Marti - a Past President's Pin. And I am happy to know that Marti will continue on as an at-large member of the Board of Directors and continue to contribute to our Council.</p> <p>Adjourned: 11:32</p>