

## Spring 2018 Governance Meetings Q&A Summary Document

rev. 4/9/2018

### Membership

What is the current # of girl members, in 2018? The 2018 membership year is still underway and will not conclude until September 31, 2018. As of April 9, 2018, GSHPA has 16,418 girl members.

What is GSHPA doing to recruit more leaders, to recruit more girls? GSHPA has an active recruitment plan. One of the most critical parts of that plan is our staff and volunteers working together to plan opportunities to recruit both new girl and adult members. Additionally, GSHPA provides recruitment kits to each service unit and supplies to those volunteers who would like to help in these efforts. For more information, please contact your Membership Associate or Membership Coordinator.

How many members are in the West region? The West region of GSHPA makes up approximately 7% of the membership.

How many girls were merely registered by council with the full \$25 paid by council, as a result of recess programs, without parents actually consenting to membership? All girl programs require a parent permission form to be signed, prior to a girl being permitted to join or participate.

What is being done with regards to boy scouts actively recruiting girl scouts? GSHPA works in a collaborative way with local boy scouts. We are not taking the position that BSA is “stealing” girls. GSHPA continues to emphasize the unique programming opportunities that are girl-centric and girl-approved. Staff and volunteers have access to materials and information to help differentiate the Girl Scouting experience from what Boy Scouts offers, including a detailed document with outlines the distinct differences in programming and experiences that Girl Scouts have access to.

Is GSHPA seeing any impact to membership as a result of the Boy Scouts recruitment efforts? No – in fact, GSHPA membership numbers are stronger than ever. The position GSHPA has taken to work in a friendly way with local boy scouts, helping to reduce the conflict that has been reported on at the national level. As a result, we are not seeing any trend in girls leaving GSHPA to join local boy scouts.

What is the purpose of discounting young adult lifetime membership fees? This change in fee structure reflects a change in the national bylaws of Girl Scouts of the USA. For more information regarding the results of national delegate voting, please listen to the most recent GSHPA governance webinar recording.

When doing renewals, can we be sure to take out the 12<sup>th</sup> graders from our numbers? Yes, please let your Membership Coordinator know if your monthly report continues to include these.

What are the breakdowns on the Membership numbers? For more information on this, please visit GSHPA's annual report found here: <http://www.gshpa.org/en/our-council/about-us.html>

How are girls placed in active troops? GSHPA has girls that participate in several ways, some of these include events, camp, Juliettes, and troops. For more information on how girls participate, please visit GSHPA's annual report found here: <http://www.gshpa.org/en/our-council/about-us.html>

What are the breakdowns of each troop level? For more information on this, please visit GSHPA's annual report found here: <http://www.gshpa.org/en/our-council/about-us.html>

How many girls are waiting to be placed in troops or leadership to be assigned to their troop? This number changes daily based on how many girls show interest in Girl Scouts. As of February, GSHPA had approximately 46 girls on a wait list.

What is being done to get those girls serviced? GSHPA staff continually reach out to all girls that are members. One way that service unit volunteers can help is to invite all girls on your service unit roster to local events and activities.

How many girls are Juliettes, choosing not to be in a troop? Less than 1% of GSHPA's girl members are Juliettes.

How many are Lifetime Members? GSHPA has approximately 2,386 lifetime members.

What is the average number of members in our Service Units? Service units vary greatly in size from county to county. GSHPA continues to evaluate service unit size and the number of volunteers and girls.

## Volunteers

What happens to leaders who don't sign the social media policy? Any volunteers who fail to sign the social media policy will no longer be permitted to be in an active volunteer role.

Has there been a conversation with the MAs about quality of marketing pieces used in the field (e.g. color copies vs. B&W)? Yes, marketing pieces should always be color. If this is not the case, please contact your Regional Director.

What is happening with adult recognitions – both local and national level? The GSHPA volunteer appreciation committee continues to work on how we facilitate recognitions on a local level. Both local and national recognitions are facilitated on a local level.

## Property

### *Happy Valley –*

Will the usage for Skyloft change? All usage and availability will be posted on the GSHPA website.

Will you give us consideration to use the camp in January (winter)? Yes, usage during winter months will be considered.

### *Small Valley –*

How are the ropes and challenge courses maintained? GSHPA is required to follow amusement park guidelines as set by state standards. Annual all ropes courses are inspected and maintained on a regular basis by ACCT certified builders.

Are there plans for increasing staff for running these resources? GSHPA continues to consider how to give volunteers and girls more access to these resources. Additionally, we continue to work to locate additional program partners that follow Girl Scout standards to offer these opportunities to more girl members.

### *Camp Golden Pond –*

How is council helping troops find different camps in their area once Golden Pond closes? GSHPA is working to create a list of opportunities throughout its footprint of opportunities where girls and troops can have outdoor experiences. If you have a suggestion, please contact [customer@gsdpa.org](mailto:customer@gsdpa.org)

Why do you feel the need to shut down Golden Pond? If we like it, why not fix it up? What is the timeline for the sale of Golden Pond? GSHPA's Board of Directors recently voted to retire Camp Golden Pond. For more information regarding this decision, please visit the Long Range Program and Property Committee website, found here: <http://www.gsdpa.org/en/our-council/LRPP.html>

If a bench was placed at Golden Pond in memory of a leader, can the SU get it back? Yes, if you know of an object that was placed at a camp that is slated for retirement, please contact [customercare@gshpa.org](mailto:customercare@gshpa.org)

What is the board's position on working with a 501c3 group forming on behalf of Golden Pond? GSHPA has engaged a broker to respond directly to serious inquiries, including any local groups that express interest in properties. If you have a specific question please contact [customercare@gshpa.org](mailto:customercare@gshpa.org)

If someone has reservations in July, is there a possibility they will be cancelled? All reservations at Camp Golden Pond will be honored through July 2018.

### *Camp Archbald –*

Why are there so many buildings at Camp Archbald being demolished? Demolition of buildings at Camp Archbald has been placed on hold.

What are the specific problems with buildings – Forest; Meadows; Sunnyside; Mariners; Greenwood? All of the buildings listed have several structural and foundation issues.

How old are the houseboats? The pontoon portions of the houseboats are original to the camp and were gifted to a legacy council in the early 1970s.

Why is GSHPA selling timber and cutting down trees at Camp Archbald, if the organization is environmentally friendly? There are no current timbering plans for Camp Archbald.

Are there any development plans underway for C/A? The GSHPA's Property Committee will review any potential plans for development. At this time, there are no plans for property development.

What can we do to have resident camp returned to Camp Archbald? GSHPA currently has no plans to facilitate resident camp at Camp Archbald.

Why are the gas royalties not being used to fund Camp Archbald?

From 2009-2017, GSHPA received \$5,010,975 in gas royalties. Of that, 75% (\$3,765,325) went directly to Camp Archbald. Capital improvements totaled \$2,593,647 and operating deficits from 2009-2017 were \$1,171,678. The remaining 25% funded Financial Assistance for girls; as well as costs related to other camps.

How can camp generate revenue without holding resident camp? Moving forward, revenue will be benchmarked against troop and service unit rental, as well as philanthropy dollars. Historically, resident camp held at Camp Archbald operated at a loss; resident camp did not generate positive revenue.

How do we get utilization up if there are fewer beds available? Utilization and revenue benchmarks are based on the number of days buildings are available.

Would you consider postponing demolition of buildings to allow time for repairs to be done by volunteers? Demolition has been postponed.

Why was the demolition of buildings not shared with membership at the last governance meeting (fall 2017)? This was not a determination made until the conclusion of the work of the LRPPPC, and the final board decision made in November 2017.

What has council done to raise money to remodel/fix the buildings? During camp development plan 1.0, GSHPA invested more than \$2 million in Camp Archbald.

Why has maintenance at Camp Archbald been so poorly managed and conducted over the last 10 years? Since the merger in 2008 through the fiscal year ending 2016, GSHPA generated a cash surplus of \$674,000 (after capital expenditures.) This surplus includes proceeds received from gas royalties and sales of other camp properties. Over a nine year period, this averages to \$75,000 per year to share among seven camps, which does not allow for appropriate maintenance and investment to maintain Camp Archbald, along with six other camp properties.

Is C/A under a clean & green act for tax purposes? No

What is the breakdown of costs estimated to operate Camp Archbald? Please visit the recent spring governance webinar recording found here for more information on this topic: <http://www.gshpa.org/en/our-council/Delegates.html>

Will there be winter camping available at Camp Archbald? No – winter camping will not be available at Camp Archbald.

How will GSHPA engage alumni in fixing Camp Archbald? A work day has been scheduled in May for alumni and other volunteers to help.

Girls used to fix issues at camps; why has this stopped? This has not stopped. Should a girl be interested in participating in these activities, she should contact [customercare@gshpa.org](mailto:customercare@gshpa.org)

Why is it a strain on the budget to keep a simple camp like C/A running? Due to the scope of building, size of buildings, number of buildings and infrastructure issues, Camp Archbald has high operational costs. For more information, please review the recorded spring governance webinar.

What is the current (2018) usage of C/A? Approximately 265 girls and 90 adults have used Camp Archbald.

Is the timbering company at C/A local? Are they SAF certified? There is currently no active timbering at Camp Archbald.

Is the benchmark defined by a total revenue metric, or does each unit have to make its revenue metric? It is defined by a total revenue metric.

Where is C/A right now with revenue generation? How can we meet benchmarks if we are half-way through the year already without programs being offered? Revenue benchmarks are based solely from troop and service unit rental.

Why can't council give Camp Archbald until 2021? It is 100 years old in 2020. This was a board decision made through a yearlong process called the Long Range Property and Program Planning Committee. For more information on this process, please visit [www.gshpa.org](http://www.gshpa.org)

How can we do a C/A reunion, if only 92 people can stay there? For a full breakdown of building capacities, please visit [www.gshpa.org](http://www.gshpa.org).

Has a capital campaign been considered instead of selling 144 acres? The Board of Directors determined that a smaller footprint of property was a preferable option, allowing GSHPA to potentially retain more camp properties on a smaller scale.

How much money does council anticipate getting from the sale of 144 acres of Camp Archbald? The broker engaged to manage the sale of properties will evaluate market potential and pursue the most appropriate course of action.

What has been planned at Camp Archbald for the next 6 months? Camp Archbald is available for troop and service unit rental. GSHPA will also be facilitating Family Camp and Troop Adventure Camp, please see the full calendar of events for more information.

What costs are involved in retaining the 144 acres (insurance; maintenance; taxes)? For more information on this, please watch the spring regional governance webinar.

Have any major contributors been contacted to see if they are willing to underwrite the cost of repairing camp buildings?

What are the proposed costs to fix the buildings that are slated to be demolished? The work day scheduled for May will address some, but not all, of the building infrastructure issues.

Has there been any discussion about restricting the use of the land to the potential buyer of the 144 acres? The broker hired to manage the sale of property is experienced in working with and responding to serious and appropriate inquiries.

Has the Ely family been approached about the possible sale of 144 acres? The Ely family has been connected to the broker.

How much of the 2017 summer camp revenue loss at Camp Archbald has to do with the cancelling of ranch camp? Ranch Camp was not cancelled at Camp Archbald during the summer of 2017.

What is being done to address the Septic System problems that have been mentioned for Camp Archbald? GSHPA is currently undergoing a full engineering assessment as dictated by the DEP.

Why is the work weekend at Camp Archbald being scheduled on Mother's Day Weekend? This is based on availability of staff and property reservation openings.

*Camp Louise –*

It was stated that Camp Louise was closed due to concerns about the dam. How long has the lake been gone at Camp Louise? Why didn't the campground reopen if the danger of the dam is no longer an issue without the lake? The ineffective dam at Camp Louise was not the sole reason that Camp Louise was closed. In fact, the lake remains in place at Camp Louise.

*Echo Trail –*

When will Camp Echo Trail close? Camp Echo Trail is currently closed.

*Camp Furnace Hills –*

What part of Camp Furnace Hills will re-open May 1<sup>st</sup>? Those acres to the east of Girl Scout Rd, formerly referred to as lower camp.

Will there be a grand opening event for CFH? Yes.

Has there been an agreement made with the Lancaster Conservancy regarding Camp Furnace Hills? No.

**General, property:**

Has there been an implementation committee formed as a result of the LRPPPC process? Who is the chair? Who is on the committee? Yes, the GSHPA Board of Directors recently created a committee of the board, the property committee. The committee is made up of board and non-board members, with the chair being Karen Deklinski at [kdeklinski@gshpa.org](mailto:kdeklinski@gshpa.org).

Knowing camps are being retired, and staff being reduced, why are camp rentals increasing? Camp rental prices are staying mostly flat. In some instances, there were slight increases to match amenities with price; for instance a year-round building would cost more to rent than a group of tents.

Why are water and flush toilets necessary to rent a camp? These amenities are not necessary to rent camp.

Why do the camps have to be 90% self-sustaining? This Board of Directors made a decision to operate any property owned by GSHPA under specific financial guidelines,

including a tiered subsidy plan across the next three years, for those camps under review.

Would GSHPA look for a formal arrangement with a buyer, who would permit an annual lease-back of a property? Part of the reason that GSHPA has engaged an experienced broker is to consider creative solutions that other councils have implemented.

What are the conditions at camps now since rangers are no longer onsite? Camps continue to be maintained in order to be rented to troops, volunteers, and service units.

Will GSHPA be helping troops to pay for camping at outside locations, since they are more expensive than council camps, to use? GSHPA is evaluating opportunities for girls to have more outdoor experiences and is willing to negotiate lower fees for outside facilities. Should you need help finding reasonable accommodations, please contact [customercare@gshpa.org](mailto:customercare@gshpa.org)

Is there an option to communicate/reserve a year in advance so troops can plan for certain weekends? If you have a large event and would like to book camp a year in advance, please reach out to [customercare@gshpa.org](mailto:customercare@gshpa.org)

If camp usage doesn't hit the established benchmarks over three years, will they be immediately divested of? According to the board approved motions, GSHPA would work to divest of those camps that did not meet established benchmarks.

How (will?) the results of each year's utilization be reported out to the membership so that we know where we stand? The Property Committee is currently evaluating the timing and plan for communicating ongoing updates about specific properties. Should you have a suggestion, please contact [customercare@gshpa.org](mailto:customercare@gshpa.org)

How was the formula for utilization benchmarks (financial and usage numbers) developed? Financial numbers for the camps were based on operational budgets for each of those properties. The expenses included were basic operating expenses, such as utilities, insurance, deferred maintenance and capital reserve. Utilization benchmarks were based on the number of times a property needed to be rented in order to create the revenue to meet subsidy rates set by the board over the next three years. Additionally, availability of those properties were based on the seasonality of rentals and the number of days a building, area or camp could be rented. For more information, please watch the spring governance webinar found here.

How did the Council/Board receive data/statistics/information to support decision to close camps; and from whom? GSHPA staff the LRPPPC reviewed countless pages of data as it related to camps. All data was from membership databases, historical files, and paper documentation.

What staff were involved in the LRPPC process? The Executive Leadership Team of GSHPA was involved in the LRPPC process, but were non-voting members. This team includes the CEO, COO, and CFO.

How do we contribute money specifically to a camp? Please designate your donation to a specific property, when submitting your donation.

Will there be closing events/ceremonies for retired camps? Yes, these are in the process of being planned by Regional Directors and local volunteers. If you are interested in participating in any of these events, please contact [customercare@gshpa.org](mailto:customercare@gshpa.org).

Will cooking utensils from closed camps be distributed to other camps? GSHPA is currently reviewing and inventorying all equipment to make a determination on this.

What is the status of the archery equipment at each of the camps with archery? Archery equipment is available for use; however, GSHPA is currently reviewing and inventorying all equipment to determine future needs.

Why is there no price for Service Units to rent a whole camp? Entire camp rental cost can be calculated by totaling all buildings available for rent.

Is the 3-year review period a realistic timeframe to attain the benchmark goals? The Board of Directors defined a specific period of 36 months for those properties to focus on increasing girl utilization.

Exactly when does the 3-year review period start for each camp? The review process started for Camp Happy Valley and Camp Archbald as of October 1, 2017. Camp Furnace Hills review process does not begin until October 1, 2018.

Exactly what is evaluated/considered in the 3-year review process for camps under review? For more information on this, please review the spring governance webinar recording, found here:

How do you think the spotted lantern moth timber quarantine will impact timber sales at camps? In working with a qualified and certified forester, GSHPA is ensuring that environmental considerations are evaluated prior to forestation activities.

Why doesn't GSHPA do more with green energy like solar panels; wind power, etc? Passive revenue has been considered on properties previously and will continue to be considered.

Is GSHPA allowing fracking at GSHPA properties? GSHPA does have active gas contracts at Camp Archbald.

Does the current revenue on the charts for the Camps under review reflect renting ALL buildings, or just the buildings that will be left? Revenue and operations costs are only reflected of those buildings that are available for rental.

## Programs

What can be done to give leaders access to facilitators at camp for activities like archery, ropes courses, etc.?

What is happening with certification for outdoor and other training that adults need – canoeing; kayaking; lifeguarding; first aid; backpacking?

Ordering patches – orders come in incorrectly; difficult to resolve issues; constant backorder of patches

What is the marketing plan to increase camp usage? GSHPA is promoting day camp; mini-camps and resident camp at Small Valley and expanded troop rental and TAC offerings through online promotion; print and TV advertising and by targeted visits to schools and other community organizations who can co-market camp offerings to their audiences. What happens at camp is critically important – better trained staff; more interesting and relevant programming; themed camp experiences; and more family engagement in the outdoor experience are all activities that are being offered – all to enrich the girl scout camping experience, and increase usage of camp properties.

Was ranch camp that much of a financial burden to continue to offer it? Yes, GSHPA leased horses and were required to maintain many costly certifications to facilitate horse programs. We will continue to seek out partnerships where girls can have a horseback riding experience with trained and certified horsemanship professionals.

Does council run/offered programs count toward utilization numbers? When council runs programs, it keeps troops from being able to use the property. Council programs do not count as utilization or revenue benchmarks. We will continue to evaluate how and where we run programs and events compared to when troops typically rent properties.

## Product Sales

Who do I talk to about cookie program questions and card reader fees? Contact Brendan Degenhart, CFO.

When will we receive Cyber Monday patches? The mailing to the girls who earned the patch (approximately 200 girls) is being prepared and girls should receive their patches by mid-April. We apologize for the delay.

Who won the CEO patch contest? Members of Troop 80587 were the winners of the CEO patch contest. Along with other ideas that were submitted, the composite patch that was created was a result of the inspiration and artwork submitted by members of Troop 80587.