

## Girl Scouts Heart of Michigan Area Manager Townhall Meeting Minutes January 7, 2013 Celebrating 100 Years of Girl Scouting

Introductions from Ann Arbor, Jackson, Lansing, Kalamazoo and Saginaw Regions. Approximately 75 registrants, over 64 actual attendees, including volunteers and staff.

Introduction of MAC Chairperson and MAC information - Mary Bazan, 2<sup>nd</sup> Vice President, GSHOM Board of Trustees

<u>Celebrate Successes – Jan Barker</u>, Chief Executive Officer

The Ann Arbor Regional Center office will move to a new location – just south of I-94 (Huron St. Exit 183) in Ypsilanti. The new address is 444 James L Hart Parkway, Ypsilanti MI 48197. First day of business will be January  $28^{th}$ . The new Ann Arbor Regional Center office will be the home base for the final Fab  $5\,100^{th}$  anniversary event on March  $2^{nd}$ . The week of the  $1/28^{th}$  –  $2/1^{st}$  is a soft opening.

GSUSA and GSHOM Registration Fees - Jackie Bucsi, Chief Membership and Program Officer

2013-2014 GSUSA dues will be increased to \$15.00 effective October 1<sup>st</sup>, 2013 (as was announced at the last GSUSA Council Session)

2013-2014 GSHOM Council Service fee will be increased to \$10.00 for **girls only** ( Adults will not be charged a Council Service fee)

2013-2014 GSUSA registration and GSHOM Service Fee Girls \$25.00; Adults \$15.00(beginning with Spring Registration)

There was also some discussion on Spring Registration. Spring Registration plans will be announced end of January through early February. In following GSUSA policies and guidelines on registration fees, a discount will not be given this year. A team is working on other incentives for troops who register early. Some suggestions from participants included giving Journey books and a discount for the store.

See the Blue Book on-line for the actual verbiage.

<u>Camp Strategic Learning</u> – Matt Bates, Chief Property and IT Officer and Jenn Beaumont, Program Manager

Three main ideas and areas of focus came out of Camp Strategic Learning, including:

- 1. Customer Service
- 2. Clean, safe facilities to promote excitement, fun and friendship.
- 3. Clear, consistent, multi-faceted marketing plan.

Many surveys were sent out and much consideration to the comments on those were given and the team has tried to address as many of the suggestions as possible.

Camp numbers are down significantly since 2009 (over 1500 in 2009 less than 800 in 2012)

Troop Camping this spring – Leaders can earn Outdoor I and II (with the girls) by the end of the weekend.

Question and answer about camp section on the website

Area End of year award ceremony – someone from GSHOM will come to discuss camp, if we get them the dates.

Expanded Resident camp to Oak Hills up north for a couple of weeks, increase number of three day sessions, added a four day camp, Day camps are increasing in various regions.

August 9<sup>th</sup>-11<sup>th</sup> is Jamboree. There will be a pre-Kick-off at Jamboree this year.

## Open Discussion

Jan Barker – Urban adventures – Great for the girls from the suburban and country areas, Outdoor adventures are a great way for the urban/suburban girls to experience the "great outdoors".

Help desk will be available for a lot more than just the on-line registration process.

Looking to expand the possibilities of Adult Education. If there is/are leaders who are interested in sharing some info they have found useful, contact Jackie Bucsi or Kim Odorico.

Looking for ways to get the girls registered in the spring. This will allow the council to really work and plan for great activities for the next year.

Girl Developer Summit registration is open now. The Summit will be held at Eastern Michigan University on February 23.

GSHOM has huge girl participation in Cookie Sales and this really helps fund the activities throughout GSHOM.

Jennifer Weaver, volunteer from the Plymouth/Canton Area, is offering a Journey training for leaders in Canton area on January 22<sup>nd</sup>.

Adult Award nominations are due Friday January 11<sup>th</sup> – nominate a deserving volunteer.

Did an email go out to the parents about the Adult Awards? Not since the year end email.

Fab 5 event - Chloe and Halle Bailey concert. There will be actual "Bridging" to the new century

Must register by February 1<sup>st</sup> to be eligible to win a meet and greet with the Bailey girls.

Both indoor and outside events at this Fab 5. Dress for the weather.

New Cookie Box design – reveal at the National Sleepover and if not then, shortly after that.

Mary closed by asking for Topic Suggestions for these in the future.

Timings of things ie.: Round ups, Early registration