

GSNEO Property Meeting Summary

Wednesday January 11, 2011 3-6 PM

Attending: Roberta Uhrich, Brent Gardner, co-chairs, Julie Grossi, Chris Scala, Karl Henley,

Beth Frank, Vision 2012 (phone)

Staff: Daisy Alford Smith, Jim Kananen, John Graves, Donna DeFiore, Emily Fletcher

Absent: Dan Reynolds, Fred Cash, Robert Novotny, Chris Weisbrod, *Lynda Rossiter, Vision 2012*

Welcome by Co Chair Brent Gardner

Vision 2012 Phase One demonstrated a need for a new type of facility to serve the girls needs of the future. It needs to address our needs for developing tomorrow's leaders, and teaching science, technology, math, business development, while still having fun! We realize these facilities need to no longer stay focused on just camping. We learned that the word camping is a hindrance to some girls and funders. Phase Two must create the Master Plan that will provide our organization with Premier Leadership Development Centers that appeal to our girls, funders, and our alumni. No alumnae will give up a camp without a phenomenal new opportunity. These Girl Scout Leadership Development Centers can and will be Phenomenal.

Utilization numbers – examine 2009, 2010 camp reports

1. **Subsidy** was \$927,000 in 2009 and \$947,000 in 2010—virtually unchanged even though relinquishment & sale of properties and 25% increase in program participation
Must look closer at financial model to judge impact of incentives, camp closings, etc.
Cookie Incentives may understate revenue by \$100,000. What are projections for future?
2. Review of TAG (total available girls) Population density/Census Information
Estimate 325,000 to 350,000 girls(6-18 years old) with 12% GS membership
Currently 39,000 Girls are Members, goal 42,000 realistically, so stretch goal should be 50,000 girls!
3. Establish current & future Programming – move more community programs to camp.
More Day Camps provide progression for girls into other outdoor experiences at our camps.
Emily noted that 1000 were expected for Winterfest with hiking, hayrides, etc.
4. Make estimate of future usage... estimate growth of 10% over next 5 years.
5. **Bed capacity** from 2009 to 2010 showed large decrease in available winterized & seasonal beds from 2032 to 1220. This is due to partial closing of Crowell/Hilaka and Great Trail.
Also some tent units have not been replaced as demand is declining for primitive sites.
Impact of possible future closings/capacity changes should be evaluated.

Camp Rebranding exercise -- What is exciting? Unique? to Girl Scouting?

1. Premier Leadership Development Centers – NOT CAMPS. Commitment to new names to reflect new broadened mission toward leadership development centers.
2. Unique features of each Leadership Center ... STEM, ARTS, ENVIRONMENT, HISTORY, etc.

3. Best Practices Nationwide (see handout from Girl Scouts of the Chesapeake Bay for their state of the art Science and Technology Lodge developed by US Green Building Council)
4. Consider Urban Leadership Centers as transportation is a problem for many girls, such as ZipLines in a warehouse. These are major business decisions... maybe rent not own facility. May be Grants available. Karl advised against starting a new urban site as another subsidy.

Key requirements or physical characteristics of premier camps/Leadership Centers

1. Parking, Fencing, Security
2. Overnight/ Winter capacity/ Seasonal/Day Use/ Gathering/Group capacity
3. Toilets/showers (convert Bath houses to year round use)
4. ACA Accredited, ADA Access (must be compliant—no grandfathering)
5. Laboratory /Challenge course/LEED (Energy & Environmental Design)
6. Swim pools(new cost ¾ million)/water features (trend to use natural swimming areas)

Current & Future Property Attributes that meet the key requirements with cost to elevate each property to Premier Status.... (current focus on Timberlane & Ledgewood)

1. Lejnar
2. Ledgewood
3. Timberlane
4. Crowell/Hilaka
5. Sugarbush
6. Great Trail 7. Pleasant Valley
8. Service Centers (convert to STEM without housing)

Addition to Macedonia Headquarters

Build new service center to replace our sinking ship and include Stem

Develop MASTER PLAN for ALL PROPERTIES – Compelling to Members & Funders

Must have PR plan with press releases/face to face with editors before board vote.

Recommendations to Board for enacting Vision 2012 & beyond

1. Identify camps to sell that provide the most benefit to achieve goals/GS values
See Nature Conservancy PR for sale of Tulip Trace GS camp in Indiana www.nature.org
2. Itemize use of sale proceeds to upgrade old camps and/or Service Centers into Premier Leadership Development Centers (previous property sales net about \$439,000)
3. Detail upgrades /naming rights, etc best suited to grants, capital campaign, centennial donations (need comprehensive financial plan to go to funders)

Old Business:

Crowell Hilaka Dam Removal – No report on Ohio EPA 319 funding

Timber Management- No Comprehensive Forestry Management Plan by consultant

Next Property Meeting WEDNESDAY Feb. 23, 2011 from 3-6 PM in Macedonia Board Room

Next Board Meeting is Wednesday , March 2, 2011

GSNEO Property Meeting

Wednesday, June 26, 2010 2 pm Macedonia Board Room

Committee: Roberta Uhrich, Brent Gardner, CoChairs,

Chris Scala, Fred Cash, Robert Novotny, Dan Reynolds, Chris Weisbrod, Jim Kananen

ExOfficio: Dan Bragg, Lynda Rossiter, Daisy Alford Smith, John Graves, Brittany Zaehrenger

Agenda

~~Camp Lejnar Conservation Easement \$200,000 offer/year - reply to~~

Steve Madewell, Lake MetroParks Director and Vince Urbanski, Environmental Planner

Property Business Meeting

~~-Review Friends of Camp Proposals to the Board (New Board Visitor Policy)~~

~~-STEM facility site visit in INDIANA-Brittany Zaehrenger~~

~~-Crowell/Hilaka Dam Report-Fred Cash~~

~~-Timber Management/Camp Lumber Harvesting update -Jim Kananen~~

~~-Vision 2012 Progress Report-Roberta Uhrich~~

~~-Conservation Easements at other camps-Western Reserve Conservancy-Brent Gardner~~

VISION 2010 INTEGRATED TASK GROUP (Market, Program, Property)

Beth Frank(absent), Lynda Rossiter, Roberta Uhrich, Barb Greene plus Property Committee

FINALIZE DECISION MATRIX (DM) for each of 7 camps (see June 2010 Draft SUMMARY)
for distribution at July Board Meeting (B.Greene to help)

Approve format & data to be included in VISION 2012 REPORT

Make recommendations to the Board regarding camps/easements/capital improvements

July 5 – Beth, Lynda, Roberta meeting to write/proof draft of info to Barb Greene

July 7—All final data to Barb Greene

July 14—Barb Greene on vacation for remainder of July

Plan Vision 2012 communications to all who participated - report in mail +/-or General meeting

Fall Annual Meeting – present information to the membership & delegates

Publish results on GSNEO Website for all in October

Next Property Meeting Wednesday August , 2010 at 2 pm in Board Room

Note: Board Meeting on Wednesday July 14, 2010 & September 8, 2010

Draft Property Capital Budget – 2010

Camp Hilaka

Camp manager's house – replace furnace, ductwork,
footer drains and downspouts \$12,000

Camp Ledge wood

Engineering design services for wastewater treatment
(pending OEPA letter of approval) \$23,000
Low Lodge(dining hall) roof replacement \$35,000
Swimming pool vacuum \$3,500

Camp Lejnar

Fernglade,Hillcrest, Beaver Ridge roof replacements \$10,000
Ruth Weigand replace hot water heater \$5,000

Camp Sugarbush

Install fire extinguisher system at dining hall \$5,000
Swimming pool chemical computer controller \$5,000

Macedonia Office

Replace exterior parking lots poles and lights \$15,000
Retro-fit 250 light fixtures to energy efficient
T8 lamps and ballasts (approximately half of
the fixtures in office) \$20,000

Lorain office

Sidewalk replacement at rear entrance \$7,000

Total \$140,500