

Board of Directors Meeting Minutes
5:30 pm, Tuesday, September 26th, 2023

The meeting was called to order at 5:31 pm by Don Riegger, Council President. A quorum was present.

Attendance:

Board members attending: Gary Abrams, Jeff Brunet, Becky Chambers, Roger Dahlgran, Jean Di Maria, Mark Ellson, Joaquin Galindo, Ryan George, Jerry King, Kevin Kinghorn, Clint Liechty, Steve Odenkirk, Fred Petersen, Don Riegger, Erin Russ, Brett Rustand, Bob Sommerfeld, George Soltero, Jim Tarleton, Joe Winfield, and Frank Youdelman.

Excused: Joe Daniszewski, Dave Gibeault, Jonathan Lang, John Mead, William Mills, and Lisa Wylie.

Not Present: David, Alvarez, Jon Harned, Katie McFarlane, Bill Perkins, Hugo Ruiz, Rob Samuelson, Krist-Anah Watkins, Kathy Winger, and Zachary Wissell

Staff Present: Shannon Roberts, Tracey Smalling, and Mike Korcheck.

Summary of Action:

1. **Welcome** – President Riegger welcomed the Board members to the meeting and thanked Ryan George for hosting the meeting at Simpleview Headquarters.
2. **Safety Minute** – Erin Russ reminded everyone that even though it is the end of September, outside temperatures make it feel like the middle of August! She emphasized the importance of staying hydrated even now.
3. **The Honorable Joe Winfield, Mayor of Oro Valley**, welcomed the Board to Oro Valley and Simpleview HQ. He noted that Simpleview is an important employer in the city. He noted that Oro Valley is celebrating its 50th Anniversary this year.
4. **Ryan George, CEO of Simpleview** gave the Board an overview of what his company does. Simpleview is a software, creative, and data insights company that partners with destinations and their agencies to engage stakeholders, attract visitors, and win bids for conventions and events. Simpleview is the worldwide leading provider of CRM, CMS, website design, digital marketing, revenue generation, and mobile technologies for destination marketing organizations (DMOs). The company employs 350+ staff and works with 900+ travel, tourism and convention marketing customers on six continents.
5. **Report from the Nominating Committee** – Steve Odenkirk introduced our newest nominee for the Board of Directors, Tom Kittle. Tom is the Owner & General Manager of Kittle Design & Construction and brings a wealth of design, construction and budgeting experience to the table. The following resolution was introduced for consideration
 - a. **RESOLUTION 1. Resolution for approval as a new member of the Board of Directors and as a Council Member at Large: Tom Kittle**

Odenkirk moved to approve, and Liechty seconded. Motion carried unanimously.

6. Administrative Matters - Approval of July 8th, 2023, Board of Director minutes and approval of August 22th, 2023, Executive Committee minutes Moved by Chambers, seconded by Abrams. **Approved unanimously.**

7. Special Reports and Updates – Don introduced the OA Lodge Youth Leader, Joaquin Galindo. Joaquin reported the following:

- a. There are currently 112 Scouts that are members of the Papago Lodge;
- b. The Lodge had a great turnout for the pool party at Double V
- c. There are 105 Scouts from the Section registered for the upcoming Section Conclave in CA
- d. The Lodge is looking forward to the OA Conference in Boulder, CO and having members attend the National Leadership Conference in Phoenix

8. Report of the Scout Executive – Shannon Roberts was asked to provide a report on where he believes the Council stands at his 90-day point and what actions should be taken to keep the Council headed on an upward path. He reviewed his 30-day and 60-day observations. He stated that the following are the critical areas the Council must undertake or improve upon to maintain viability and to provide our Scouts the best possible programs.

- a. Adopt a structured approach to the way we do business,
- b. Understand our budget allocation and framework processes,
- c. Talent optimization for our staff and volunteers
- d. Increase our presence and brand visibility
- e. Re-imagine fund development
- f. Purposeful programming to better engage our Scouts
- g. Properties prioritization
- h. Grow membership to help make more money

Bob Sommerfeld asked about the Marketing Firm and Shannon noted that we have tweaked the program a bit and we are seeing better results. Jeff Brunet ask if our Communications plan was active, and Shannon noted that it was, but he and Communications Committee are working to make it more robust. The Council is planning a Social Media blitz that includes a text message and voicemail campaign.

9. Treasurer's Report - Treasurer Jerry King reported on the August financials. Over the last two months, our financial position has continued to be substantially subpar of our goals. Losses to date for 2023 have reached \$227,698 (last year at this point \$74,642), primarily to most significant revenue streams falling far short of goals. Cash position remains poor, and we raised the interfund loan limit and now face a \$200K interfund loan. At this pace, we will continue to drain unrestricted endowments and potentially be without interfund opportunities to support cash requirements sometime next year. If support and revenues do not substantially improve closer to budget goals before the end of the year, the Council will have to face far more drastic options that change the support to Scouting in southern Arizona in a very negative direction. There was a motion to approve the minutes from the 07.18.23, 08.15.23, 09.12 Finance Committee and the August financial statements. As a note, these minutes included the substantial reviews to date by the Committee of the costs to operate Double V Scout Ranch. These reviews particularly focused on pool operations and the NCAP revenue/expense analysis. Moved by Youdelman, seconded by Russ. **Approved unanimously.**

10. Discussion Items – 90-Day Sprint Focus:

- a. **Membership:** Mark Ellson presented a summary of the steps Sky Islands District are taking to reach out to the local school district leadership to gain their buy-in to conduct Scout recruiting events at their schools. Results are positive so far. He did note that some units do not like recruiting in

schools which may be hindering their success rates. They are planning to have a recharter event in November to assist units with the process, and a Webelos to Scouts Transition Fair in January 2024 to ensure that those making the transition have a Troop to move into.

b. Manpower: Odenkirk noted that the search to replace Gabe Cutler and hire a third District Executive is nearing conclusion. There are 4 remaining candidates and Shannon plans to make offers to two of them next week. The search for a Programs Director has not been as fruitful as the candidates so far do not have the qualifications the Council is looking for. Steve also noted that ALL Board members MUST serve actively on at least one Committee. Choose one that fits your interests and skill set.

c. Money: Don stated that the campaign has netted approximately \$35,000 for FOS. He is still working the Major Donor Campaign with a few meetings scheduled.

d. Popcorn Sales: Mike Korcheck noted that the first couple of weekends were very successful with about \$42,000 in product sold. There is one unit that will use some of the extra popcorn the Council bought for their initial order and three other units nearly sold out and want to transfer some of the Council product to their units to augment their sales.

11. Updates & Reports –

a. Properties update: This report was provided in the Board packet. Steve Odenkirk briefly reviewed the information in the report. He also led a short discussion on reviewing the use/revenue/costs of Double V. This led to a motion to form an Ad Hoc Committee to study these issues as well as all options for the continued use of Double V. Odenkirk motioned to form the Committee. **Approved unanimously.**

b. Program update: Roger Dahlgren provided the following update:

- 1) We scheduled 2 weeks of Scouts BSA, 2 cub adventure weekends, and a Scouts BSA adventure weekend. Low registration dictated we cancel one week of Scouts BSA and 1 Cub adventure weekend. We did a feedback session with the Scouts that will help us focus next year's efforts. Planning for next year's camps is underway and early bird reservations are available online.
- 2) We had 7 youth and 2 adults attend the National Jamboree. Additionally, there were 12 Council members who participated as Jamboree Staff
- 3) This year's Woodbadge program has been postponed to next year due to low registration. We are able to preserve staffing and planning for next year.
- 4) The October Cub Fun Day has high priority to ensure that it is a success. Currently 33 Cubs registered for the event. Tracy Smalling and the PR company are starting a social media promotion which will boost attendance. Past experience indicates that registration surges as events get closer because Cubs attend with their parents as which involves less planning than attending with a unit.
- 5) Upcoming events include a December Cub Day Camp and a February Cub Rodeo Camp

c. Communications: Kevin Kinghorn provided this update:

- 1) We don't want to be the "Best Kept Secret in Town"
- 2) We are working to better target our publicity campaigns to the appropriate times
- 3) Everyone, please get our social media sites to like and share our stories
- 4) Take every opportunity to engage with the community. Be upfront about the bankruptcy and the fact that we have made improvements to our youth protections without sacrificing the youth programs.

d. Development: Don noted that while we cancelled the Campfires and Candlelight Dinner this year the online auction will still proceed. There are over 125 items so far. The item preview will begin October 2nd, bidding starts on October 8th and ends at 5pm on October 14th. See the website for more details about how to bid. We are on track for successful participation in the El Tour de Tucson in November. The Council is planning a year end fundraising campaign that will include contacting the community via email, snail mail, texts, and voice mails.

12. **Consent items** – previous information sent for review (unless an item is moved and approved at the beginning of the meeting to the agenda, these are considered approved and accepted)

- a. Council Performance standards update.
- b. FOS report
- c. Grant Report
- d. Membership Report

12. **Highlights & Upcoming events:**

- **October 2 – On-line Auction Opens**
- **October 14 – On-line auction Closes!**
- **October 14 - Cub Fun Day – Sky Islands – Double V Ranch**
- **October 20-22 – De Anza Trek**
- **October 20 – 21 – United Way Days of Caring – Camp Lawton**
- **October 27-28 – United Way Days of Caring – Double V**
- **October 28th – Prairie Dog Clean-up – Double V**
- **October 28-29 – Wilderness First Aid**

13. **Adjourned** at 7:42 pm.

Respectfully submitted,



Shannon Roberts
Scout Executive/Secretary

Approved,



Don Riegger
Council President

**Our next meeting will be:
Board of Directors
November 28th, 2023; 5.30 – 7.00 pm.
At Cochise District
Location to be determined.
Sierra Vista, AZ**