

Board of Directors Meeting Minutes
At the Council Conference Room
5:30 pm, January 28, 2025

The meeting was called to order at 5:35 pm by Steve Odenkirk, Council President. A quorum was present.

Attendance:

Board members attending: Gary Abrams, David Alvarez, Jeff Brunet, Mark Ellson, Dan Ferguson, Jerry King, Tom Kittle, Jonathan Lang, Clint Liechty, George Marquez, William Mills, Steve Odenkirk, Fred Petersen, Juanita Portz, Don Riegger, Erin Russ, David Scott, Bob Sommerfeld, Joel Stoltz, Jim Tarleton, Lisa Wylie, Antonio Zapata

Excused: Becky Chambers, Rob Samuelson, Joe Winfield

Not Present: Jean Di Maria, Ryan George, Jon Harned, Kevin Kinghorn, Bill Perkins, Andrew Riemann, Brett Rustand, George Soltero, John Will, Kathy Winger, Zachary Wissell

Staff Present: Shannon Roberts, Arlene Mateo, Ethan Crisp, Katie Robinson, Mike Korcheck.

Summary of Action:

1. **Welcome:** President Odenkirk welcomed the Board members to the meeting in Sierra Vista.
2. **Safety Moment:** Stoltz wants everyone to start the new year with safety in mind. This is essential for fostering a safe and productive environment. We want to help support our Volunteer well-being. The winter months can exacerbate mental health issues. Some key strategies to alleviate this is taking regular mental health days, promoting the Scout-Life balance, integrate awareness programs in our safety culture and try to ensure that employees health insurance coverage includes mental health care.
3. **Recognitions:** Roberts recognized Don Riegger for his outstanding service to the Council as the Board President from 2021 to 2024 and for his work on the Audit Committee as well. His efforts have left Council in a good spot.
 - a. Roberts also recognized our donors that made contributions of more than \$5,000 in 2024. These include Don Riegger, Steve Odenkirk, Jim Tarleton, Jeff Brunet, George Soltero, Joel Stoltz. Those in attendance received new jackets with the Scouting America Catalina Council logo.
 - b. Stoltz recognized Jonathan Lang with the Distinguished Commissioner award for his outstanding service to Council as the Council Commissioner from 2021 to 2024.
 - c. Finally, Council recognized Juanita Portz and helped celebrate her birthday.
4. **Membership Report: Wylie reported that,**
 - a. To recap 2014, we have a lot to celebrate. While we did not achieve overall growth, but we were able to visit 17 elementary schools for Cub Scout lunchroom talks; hold 22 join nights for Cub Scouts; hold two Scouts BSA recruitment events; start 5 new units; call each family that joined; conduct workshops to assist with Cub Scout recruitment; start an after-school Cub Scout program; and end the year with more Cub Scouts and Scouts BSA for the first time in a while.
 - b. The National Membership Committee is running monthly membership mixers for the past 5-6 months. Last week's topic was Brand Awareness. National conducted a survey with non-scouting families, and what they found is that our issues with bankruptcy and our issues with child abuse don't even register with these people. So for us as a brand that's really positive, but when you showed them

the scouting America logo, they had no idea what that was. So we still have a lot of work to do to educate the public about Scouting and programs we offer.

- c. January is dedicated for Pinewood Derby, and hopefully you have seen it coming social media feeds. National got a really cool video with David Montgomery from the Detroit Lions. He's standing there holding a football, and he throws a football up in the air, and then comes down Pinewood Derby car.
- d. On the 2024 Year-End Recap report, there was a question on how we attained 160 4th grade Webelos, which is over 20 more than any other year group. What we did was we had a Cub Scout recruitment workshop, which taught people how to recruit Cub Scouts, and we had representation from almost every single pack there, we did it in person, and we had some exercises to do practical training. We helped them with their language. Our two DEs spent that fall recruiting Cub Scouts. What they specifically did is they went to every single pack and they asked them to start recruiting tigers, which is first grade. We recruited more Tigers than we have in a long time in that year, If retention stayed the same, because we started out with more kids in first grade that year, then, three years later, they're in fourth grade. We're confident that most of these youth will stay with Scouting because we've seen that once kids get to fourth and fifth grade, they tend to stay with the program.
- e. We also lost some Cub Scouts during the December timeframe. Much of that is due to the new registration timelines. Some of the youth that dropped were still participating in the program and the Scout Leaders didn't catch it. Others because the National system was having some problems as well. Finally, there is still confusion with our membership that the annual unit recharter process is separate from the individual annual renewal. Council reached out to all the families that needed to reregister and that helped get most of the back up to date. But we could get the word out to the Scout Leaders to ensure they are using ScoutBook Plus to track Scout related data and because that is where the new Cub Scout program info is located.
- f. Shannon and I would worked on a 2025, membership plan as required by the National membership committee. We reviewed last year's plan, what worked, what didn't work, what do we want to keep? What did you not want to be doing anymore? And what do we want to add? We talked a lot about specific areas. We have demographic information based off of using zip codes? And we have the descriptions of what type of people live in those areas? Do they have kids or not? All of that is included in the plan. There is a specific action plan for the year. Also, Shannon shared with me that when they did the council annual planning, they used that information to build out the recruiting goals they want to accomplish this year.
- g. One of our goals for this year is to start three new units in charter schools
- h. Brunet was interested in knowing if we had engaged the faith-based organizations to try to tap into their membership for Scouts. Could these organizations start a unit within their youth groups? Roberts responded that we have begun to reach out to see what could be done in this regard.
- i. Wylie also noted that when we engage our volunteers, our word choice matters. For example, if we need help with something, potential volunteers are turned off if you ask them to volunteer to do something. However, they are very receptive if you ask them to help with a specific task.
- j. So I would like to entertain a motion to approve the 2025, membership plan. **Lang motioned and Russ seconded. Motion carried unanimously.**

5. Treasurer's Report – King reported that Council is close to getting the 2025 budget to the Board for final approval. It will be a large deficit budget with expenses slightly more than 2024 and about the same as last year. If we execute that budget, we will have very little funds left for 2026, and we will have challenges on cash flow throughout 2025.

- a. The draft 2024 actuals showed about a \$500,000 deficit at this time. Key variances included a \$195,000 unfavorable revenue variance and a \$70,000 unfavorable expense variance. However, 2024 has not been closed out and the final deficit will likely change.
- b. The 2025 budget includes a \$100,000 rent fee and a \$20,000 contingency, neither of which Council has budgeted for in many years.

- c. There are ongoing discussions for the opportunity to get a substantial amount of money with a potential sale of Double V and also some donor some substantial donor investments that may alleviate some of the 2025 budget challenges.
- d. There was a motion to approve the Treasurer's Report and the January 21 Finance Committee meeting minutes. **Moved by Riegger, seconded by Ellson. Approved unanimously.**
- e. Riegger noted that the audit committee has met initially and conducted a basic review of the draft end-of-year financials. With the \$200,000 donation and the gain of the sale of the office building and investment gains, if we consolidate all three funds in the audited financials, we actually have just a small loss with the possibility of a net gain for 2024.
- f. We need to monitor expenditures throughout 2025, and if we get to the third quarter and we are way over spending, we might have to look for a way to cut expenses. We need to consider what we're spending, and we need to continue to be focused on having a good summer camp, on recruiting scouts and soliciting donations.

6. Commissioner's Report – Stoltz reported that the Council's YPT compliance was at 99.11% which is not quite where we want to be. But we are well ahead of the National Benchmark and the National Average.

- a. On youth market share. The national benchmark is 2%. Our goal is 1.11%, current status is only 0.90% and the national average is 2.07%. This is still trending up for the last few months, so that is a plus.
- b. Youth retention national benchmark is 62% and the Council's goal is 80%. Our status is 65.67% with a national average of 61.93%. This is also trending up for the past couple of months.
- c. Gender diversity national benchmark female is 10% and diversity is 30% Our goal is female 20% and diversity 33.95%, our status is females at 19.23% and 31.16% diverse. The national average of females is 19.08% and diversity of 35.36%. These are both up from last month.
- d. The Commissioner has committed to stepping up to support the units. We're going to use the commissioners where they are needed. It's the new units. It's the units that are having serious problems. It's the units that are struggling to grow. That's where we're going to be deploying our commission resources,

7. Scout Executive/CEO Report: Roberts relayed the following:

- a. It's important to know that we are currently 88 scouts ahead of where we were last year, which means we've got a really strong baseline. And the other thing is, we were able to actually spend a lot of time with council planning, looking at the membership report of the draft plan, making those adjustments, as Lisa said, so we have a real strong understanding of our plan this year.
- b. The other thing that's important to know is, we are going to hold another TUSD wide, face to face lunch in breakfast in late March, with the 200 plus administrators, because what they're looking from us is since we have ScoutReach funds, and some of the Federal and State funds may no longer be there, they're turning to organizations like our and asking how do we make sure the kids have something to do after school and in the summer? So they want to find the money. With the new Presidential administration's recent spending freeze, it might be difficult to find grant money as well.
- c. We have our new 2025 FOS flyers available. Fah has done a wonderful job putting them together and we'll ensure that you each get a handful for your use and to hand out to other potential donors. We have also made a commitment to get to every unit and hold an FOS event to ensure that each unit has a financial stake in the future of the council.
- d. The Scouting America rebranding is paying dividends. A Google search reveals that most results are positive reports on Scouting. It hasn't quite translated to the community yet, as many we've talked to are adopting a wait and see attitude. Much of it resolves around Council ensure we are doing our best to get to the underserved parts of the communities and working with those folks to get them involved in Scouting.
- e. We recently made a staffing change. Barbara Franklin is no longer with the Council. Arlene Mateo has taken on her duties, but will also assist Ethan with District Executive duties until we can hire a

new DE. Fah and Mike will assist Arlene as needed. We also hired a new Ranger. MaryLou Chopelas comes to us with a wealth of camp management and US Forest Service experience. She will be a great addition to our staff.

- f. We are going to put together some TV ads this summer KOLD. We are timing them to happen in June, July and August, just prior the start of the school year to coincide with the start of our main recruiting season. It will cost about \$15,000 and we'll get a bout 85 15 second spots and 44 30 second ads per month.

8. Discussion Items –

- a. Brunet provided the update.
 - i. We had a program committee meeting on January 15th and Mike Jones and volunteered to lead the Council advancement subcommittee. He is already looking to add merit badge days and other advancement opportunities throughout the Council in addition to continuing his work for the Sky Islands District.
 - ii. We are always searching for volunteers to join the program committee.
 - iii. We just held a very successful Klondike Derby at Camp Lawton. Over 70 Scouts participated. Feedback from the participants was positive and the Leaders have had an after action meeting to ensure we build off this successful event for next year.
 - iv. The committee is working hard to get the events scheduled more than 6 to 8 months out.
- b. Kittle shared a couple of things from the Properties Committee.
 - i. Want to congratulate Dr Roberts for his patient and thorough search to find Mary Lou. She's got a lot of skills from technical, marketing, and administration, and I think she'll benefit the council a lot of ways. We're going to be ready for a really good camping summer at Camp Lawton.
 - ii. The Adult Shower House project is in the home stretch as we were talking about doorknobs today.
 - iii. We are going to turn some attention to the youth showers. We've got several projects, small, medium and well this the youth showers would be a fairly large project. We want to have all these projects well thought through, so that donors have a menu of things they may want to donate to be ready for the Angels again this spring, anything good that comes out of the recent donation, or possibly Double V.
 - iv. Finally, we are working on our committee budget, because I don't think there's really been a clear budget before of what it takes to maintain our properties. This is not be a budget of these special grant funded projects, just trying to give the Board information about what it takes so we're not slipping backwards at the properties.
- c. The Marketing/Communications Report was not available as this month's meeting was postponed. Roberts is planning to reinvigorate the Committee soon. Council did publish it's first quarterly "magazine."

8. Administrative Matters –

- a. Odenkirk commented that each Board member needs to be a part of one of our Committees. Pick a committee that interests you and be present. This will make the BOD more effective as enhance Council operations.
- b. Odenkirk asked for comments on the December 2024 BOD meeting. Wylie noted that the first sentence of section g of the membership report should be attributed to Phil Shipley and moved to his section.
- c. Approval of December 12, 2024, Board of Director minutes was moved by Wylie with a second by Russ. **They were approved unanimously with the stipulation that the sentence noted in paragraph b above be move as noted.**

- d. There were no comments or concerns about the 2025 Local Council Charter Renewal. Approval of the document was moved by Riegger and seconded by Lang. **Approved unanimously.**
 - e. Board reviewed the 2025 Summer Camp dates as required by NCAP. It was noted that the first day of Staff training, May 26th, is Memorial Day and might impact attendance. It was recommended that Council Staff look for alternatives to conducting the training on that date. Approval was moved by Ferguson and seconded by Wylie. **Approved unanimously with the stipulation that the May 26th training date would be reviewed and the new plan would be presented to the Scout Executive.**
9. **Consent items** – previous information sent for review.
- a. FOS Report
 - b. Grant Report

10. Highlights & Upcoming events:

- **February 1 – Order of the Arrow Lodge Banquet**
- **February 8 – Eagle Scout Recognition Dinner**
- **February 13 – Council Roundtable**
- **February 22 – Cub Scout Rodeo Round Up**
- **February 23 – Cochise District Pinewood Derby**
- **February 25- Executive Committee Meeting**
- **March 25 – Annual Meeting/Executive Board Meeting (Location TBD)**

- 11. Adjourned** at 7:15 pm. Just prior to adjourning, we confirmed that the 2025 Board Retreat will be on May 31st at the Community Foundation. All approved the motion to adjourn.

Respectfully submitted,

Shannon Roberts
Scout Executive/Secretary

Steve Odenkirk
Council President

**Our next meeting will be:
Executive Committee Meeting
February 25, 5:30 to 7:00 pm at the Council Conference Room**