

Minutes of the Council Executive Committee
February 25, 2025

The meeting was opened at 5:30 pm at the Council Service Center and on zoom by Steve Odenkirk, Council President. A quorum was present.

Present: Jerry King, Tom Kittle, Steve Odenkirk, Fred Petersen, Juanita Portz, Don Riegger, Joel Stoltz, John Will, Lisa Wylie

Excused: Jeff Brunet, Kevin Kinghorn, Robert Samuelsen

Staff: Shannon Roberts, Mike Korcheck

Summary of Action:

- **Safety Minute:** Odenkirk noted that while he was driving to Phoenix recently, there was a meaningful road sign talking about texting while driving. It just takes a second, and bad things can happen. We all would be regretful if anything like that happened. So please be aware of the dangers of using your phone while you're driving, because we all want you here for the next board meeting.
- **Membership Report:**
 - a. Wylie noted that as of today, we had a total of 1,618 Scouts in the Council, whereas last year at the end of February we had 1,415. So it looks like we are doing very well so far. However, we usually have a big drop-off in March, but we just don't know how it will play out this year.
 - b. I want to recognize some members of the membership committee. We embarked on a project to contact a group of light fifth grade youth to see how they were feeling. Do they want to move to a troop? Are they going to move to a troop and that kind of morphed into just talking to the units, because that's what worked out best. So I did a shout out to Jonathan Lang, Liz Knepp, Melissa Wyatt, Juanita Portz and John Cuddy for making that happen. We have about 101 available fifth graders to cross over into troops. We know for a fact that 66 of them are crossing over. There's probably a few more. We didn't hear back from everybody. Our crossover percentage for the past two, three years is it between 60 and 70%.
 - c. We added about 350 new Cub Scouts last year. Typically, we keep about 50% of them after one year. Most of those kids joined last August, September, and October. I'm anticipating, starting in August, some ups and downs that I expect about 175 kids to be dropping during that August, September, October, time frame. If we keep our traditional 50% and then we'll be adding new Cubs Scouts during the fall recruitment period.
 - d. Part of looking forward over the next two or three years, is going to be find the new normal in variances as we start to level out from the old one-time annual recharter & reregistration to more of a annualized registration and the December recharter. I'm very hopeful that March will go down, maybe some, but we'll still see some positive growth. Hopefully some of the things that we've been doing will help with retention. But while our overall retention rate was great, our Cub Scout retention for 2024 was at 52% which is about the national average.
 - e. Shannon and I sat down and looked at our data, the number of kids in Cub Scout rank, and that we have this big bump in fourth grade. That's because the year that they would have entered the program was that we had every single pack start a tiger den. It was a very targeted ask. We were very specific with the units that their obligation was to start a group of first graders. Because really, if you think about it, these units want to move on to delivering the program. The Parents signed up to spend time with their kids, not to be going out and recruiting all these other kids. So, we're going to go back to that this year. We're going to have a targeted ask to have every pack start a den as big as possible of first graders. We haven't finalized out what that might look like, but we might have some type of competition, some type of award at the end, but that's what we're going to be focusing on.

- f. Last fall, we had a “How to Run a Den Meeting” workshop. We're going to do that again this year, because Shannon promised me there would be more people there this year. We also have Ethan and his team calling every new family. We have a onboarding packet that we send out all of our new families. So, we're trying to make sure that these people are engaged and get their questions and concerns answered. We know that the number one reason why Cub Scouts leave is because of a poor den experience. We want to make sure that they have this training and that we get these den leaders and the people in the dens to understand how to run a den meeting.
- **Will presented the February Treasurer’s report. The Committee reviewed this report and the January 2025 financials & February 2025 Finance Committee Report** that were provided prior to the meeting. Most of the discussion was centered on the proposed 2025 Budget.
 - a. A brief overview of the January financials was that we ended the month with a deficit of \$67,000 with about \$26,000 in revenues and \$88,000 in expenses. We don’t have the approved budget yet, as that will be the main topic of discussion. Comparing these results with last year, we had a significant decrease in revenue (much less FOS income that carried into 2024 from 2023’s end of year campaign) and an increase in expenses (Payroll expenses for a full staff).
 - b. We have started the audit process for the 2024 financials. We hope to have a draft report for the Audit Committee and the Board of Directors by the end of April or sometime in May.
 - c. Petersen had a question about registration revenue. In the past, all the funds would go to National and they would hold the funds as long as possible. No, these as these fees are paid to the Council, they go directly into the Council’s bank account of choice and then National swipe their portion of the fees every day or every other day. So, the Council realizes that revenue up front.
 - d. Will noted that since the Finance Committee focused on the 2025 budget review, the latest meeting minutes cover the budget discussion in good detail. Odenkirk stated that this proposed budget has been pored over and reworked several times in the past several months. It is a large deficit budget that is being projected, and it is based on an aggressive set of revenue assumptions. This is a make it or break it year. Without a large infusion of cash from an outside source, Council is looking at a major downsizing to keep operating as an independent entity.
 - e. Before going any further, Riegger motioned that the Committee approve the Treasurer’s Report, the January 2025 financials and the February 2025 Finance Committee notes. Petersen second and **the motion was approved unanimously.**
 - f. Odenkirk opened the floor for further discussion on the proposed budget. What we want to do with the budget is to get something approved here that we can recommend at the March board meeting. We want to start using it at least on an interim basis for comparison, so we can track our progress year to date. I want everybody here to hear that it is our intention to track the budget closely, monthly and particularly quarterly, and try to make sure we're not varying wildly by the time we get to June, July and August before we starting making any adjustments.
 - One of our biggest fundraising campaigns is FOS. The budget amount is about \$40k more than our revenue from 2024. Roberts discussed how Council makes up that shortfall.
 - a. First, we plan to have a FOS Launch Event on March 16th at Saguaro Ranch. We want to focus on the Board, but we want the Board members to think about folks that they could invite who would be receptive to supporting the Council and its mission.
 - b. Ethan and Arlene are conducting the first of many unit FOS presentations. We want our professional staff to take the lead for this as history shows that the units are more receptive to support when the staff makes the effort and lets the Volunteers what their dollars do to support the Council and its programs. Board support last year was great, so we want to increase the support from the districts as well.
 - c. We are looking at every option to get more support for this campaign, to include employer matching, a text campaign, Arizona Gives, etc. by pulling in new donors.
 - d. We’re also reengaging with the United Way to see what support that might be able to give.

- Odenkirk noted that Popcorn and Fudge sales might be aggressive and how do we keep that up.
 - a. Roberts & Korcheck noted that we switched vendors this year. The new vendor had a lower product cost and better tasting product. While we didn't have as many units sell in 2024 compared to the previous year, the lower product cost helped us gain nearly as much revenue. Many units are tired of selling popcorn as the retail is still too high and lowers sales.
 - b. We also did one Fudge sale in October 2024. It was not managed well, but the product cost and the retail price may make it an attractive option for future sales either as a standalone sale or in conjunction with popcorn. There are some details to work out as to how that might work, but we're looking at the options.
- The Council Building owner may be looking to accelerate the plans to refurbish the building. Roberts is looking at alternative properties with a lower monthly rent. This would obviously reduce the overall expenses.
- Wylie noted that we must create and present a budget, but we can't lose sight of the fact that this is a snapshot of Council's best estimates of revenues & expenses. Things could change and we'll consider those changes and how they impact the budget and make the best decisions based on the new facts.
- Odenkirk recommended we move this to a vote. Petersen made a motion to approve the 2025 Budget and present it to the Executive Board. Wylie seconded and **the motion passed unanimously.**
- We have one more small financial matter to take care of, and that's the alignment of the funds. We were drawing on our unrestricted monies. The last time was in September. We thought we had some cushion in there at the \$150k so that's what we drew. As we went in to do the book closing, we discovered Jitasa missed a couple of significant entries leaving at a situation where we've overdrawn the unrestricted funds by about 42,000 so we need to put that money back.
 - a. Riegger recommended that Council draft a resolution to correct the miscalculation of the available unrestricted funds in the Endowment Accounts, that Jitasa make a pre-audit adjustment to the Endowment accounts recommending a final draw of \$100,000 rather than \$150,000. Jitasa will make a booking entry into the ledger to correct the endowment balances as of December 31, 2024. Finance Committee also recommends the Board of Directors authorize a return of funds up to \$50,000 for audit purposes. Riegger made a motion to accept the resolution and Wylie seconded. **The motion passed unanimously.**
- **Commissioner's Report:**
 - a. Stoltz provided the Performance Standards report. According to the stack charts, YPT completion is at 99.48% while the National average is 95.75%. We are ranked #53.
 - b. Membership is sitting at 1,618 as of February 25th. Our Market Share is currently 0.92%, which is an increase over the past couple months (Council goal is 1.11% & National average is 1.94%). Retention is at 46.48% with a goal of 80% and the National average at 42.78%.
 - c. Our gender (19.35%) and diversity (31.70%) marks compare well with the National averages and reflect an increase from the past few months.
 - d. Stoltz stated that there is a new Commissioner Connection system which replaces the Commissioner Tools Assessments. Our Commissioners are reviewing the system and will be discussed during the Commissioner Cabinet meeting. Jim Tarleton will begin training Commissioners on the new system.
- **Scout Executive Report: Roberts noted the following:**
 - a. Council hosted a very successful Eagle Recognition Dinner. We had a couple of issues with the seating chart, but we had many comments that folks loved the venue. Still waiting to close out the financials, but will do that soon.

- b. The Good Scout Luncheon is will on track. Our committee is up to ten members, with three added today. We've selected our three nominees: Rico Rodriguez, CEO of the Splash 3 Foundation and Eagle Scout, Carlotta Flores and Edmund Marquez. We were purposeful in selecting these three individuals as a way draw attendees from outside of Scouting and the Construction Industry communities.
- c. Our board retreat will take place on Saturday May 31st from 8:30 am to 3 pm. We will provide lunch. We have a new facilitator for the retreat. We were fired from our last facilitator. Nothing we did, but we did have some Board Members that are out speaking negatively about the intricacies of our board and seeing how complex it is, how dysfunctional we are, and we're not doing very well. And the facilitator took that to be true and at face value and decided to withdraw from consideration.
- d. We had a great Cub Scout Bike Rodea this past weekend. There were 63 attendees with several non-scouters and several from the Keeling Elementary School program. Katie and our volunteers put on a great event.
- e. We also participated in the rodeo parade. We had a float that was donated by United Healthcare. UHC does not allow them to participate in any venues such as that since the death of their CEO. We had about 10 Cub Scouts on the float with several of the parents and they had a great time. Dan Marries was a co-host for the parade and gave Catalina Council some great reviews for the work we do.
- f. We are finalizing our new Bus Back ads. These will be very Cub focused with our new logo and contact info.
- g. On the 20th of March, we go to the TUSD Instructional Leadership Academy and will address all the administrators again. We've had conversations with emphasis on the K schools, which are schools that have kindergarten classrooms. As Lisa mentioned earlier, we will focus on that grade level so we can get a pack started. Start them June 1. They'll be first graders and they'll be tigers. That's our goal.
- h. Our program at Keeling Elementary is drawing interest from other schools now. We have six that would like to work with us on an after-school program. We are looking at creative ways to fund those programs.
- i. We've hired a new District Executive that will start on March 3rd. We also have two finalists for the Registrar position as well and will finish up interviews this week.
- j. We've identified a Camp Director for Summer Camp season, which is our Ranger, MaryLou. We're going to hire a caretaker for camp to allow MaryLou to do this. We also have a new Summer Program Director and Shooting Sports director and both have signed their contracts.
- k. We plan to send out a survey to membership soon. We won't make it complicated, but want to ask questions about Camp, Programs, and things that they care about. We want to continue to get their input of things they care about.
- l. We are going to have a unit contest to help us redesign our Council Shoulder Patch. Once it goes out, they'll have about a month to get their submission to us. We'll have criteria that will include honoring Double V. The winning submission will earn their unit free CSPs and something a \$300 credit towards any scouting activity.
- m. Finally, we've invested \$510,000 into a three-month CD at NBAZ at 3.75%.

- **Discussion Items:**

- a. **Programs:** Brunet's report it was included in the packet. Highlights include:

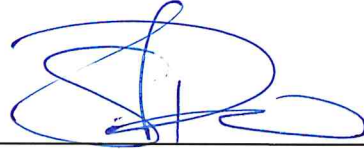
- 1. Shannon mentioned the Cub Bike Rodeo. Very successful and the Scouts had a great time.
- 2. The Council Pinewood Derby will take place at St. Paul's United Methodist Church on March 1st. Chapman Automotive is the official sponsor.
- 3. The Volunteer Awards Banquet is on April 5th at the Truly Nolen Training Center. Arlene and Becky Chambers will lead the charge this year and planning has begun.

4. There will be a contingent of Israeli Scouts at the Jewish Community Center on June 5th. Council Scouts are welcome to attend the event.
- b. **Properties Update:** Kittle made the following report:
1. The Adult Shower house remodel is nearing completion. One issue is that the grading around the building needs work. We could use volunteer labor to do some of the initial work but would ask Cozzetti to do the finishing touches. We are also working on an ADA compliant walkway as well.
 2. MaryLou has taken over the Camp Lawton water sampling.
 3. There was a question regarding the Jerry Schneider donation with just over \$2,000 available. We need more info about the donation and what is it to be used for.
 4. Kittle is concerned that we don't have a lot of things documented for the Camp. We have incredible corporate knowledge, but we need to get all this stuff documented for the future.
- c. **Communications:** No report as Roberts is working on reinvigorating the Committee.
- **Administrative Matters.** The committee reviewed the September 24, 2024, Board of Directors meeting minutes. Stoltz made motion to accept the minutes and Petersen seconded. The motion passed unanimously.
 - **Consent items, and submitted reports included in the packet:**
 - a. The committee reviewed the January 28, 2024, Board of Directors meeting minutes. Riegger made motion to accept the minutes with one spelling change and the FOS report and Petersen seconded. **The motion passed unanimously.**
 - b. There is a Resolution to Authorize the New Council Check Signers. Riegger made a motion to approve the resolution and Wylie seconded. **The motion passed unanimously.**
 - c. **The Grant report** was not provided.
 - **Highlights & Upcoming events**
- | | |
|-------------|---|
| March 1 | Sky Islands & Catalina Council Pinewood Derby @ St Paul's United Methodist Church |
| March 12 | Catalina Council Skate Night @ Skate Country |
| March 13 | Council Roundtable and Q&A with Scout Executive |
| March 19 | Council Program Meeting |
| March 22 | Wilderness First Aid Training |
| March 26 | Council Commissioner Cabinet Meeting |
| March 28-29 | Leave No Trace Level 1 Instructor Course & Rancho Santa Cruz |
| March 25 | Council Annual Meeting & Council Board of Directors Meeting |
| April 22 | Council Executive Meeting |
- At 7:37pm Odenkirk moved that the meeting be adjourned Joel seconded and all approved.

**Our next meeting will be:
Annual Membership Meeting / Board of Directors Meeting
TBD**



**Steve Odenkirk
Council President**



**Shannon Roberts
Scout Executive/Secretary**