

Advisory Committee – 1st meeting
February 10, 2021 6pm-8pm

- **Icebreaker: 20 min**
- **Norms Check-in: 5 min**
 - **Charlie Farra (Board):** Talked through the scope of this project. Background is all things property. Reviewed roles and responsibilities. Not program focused.
- **Project Check-in: 5 min *add time**
 - **Timeline check-in:** Now until June 2021
 - We will be asking for input on this team considering deliverables.
 - Guiding Principles and some background:
 - Camp is bedrock to our program; GSWW's camp property portfolio is a result of the merger.
 - Are our camp properties delivering program opportunities in furtherance of our **mission**?
 - Are our camp properties **strategically aligned** to help fulfill our mission?
 - Are our camp properties maximizing use of the council's **financial resources** in furtherance of our mission?
- **Framework Overview: 5 min**
 - We don't have a decision-making method yet.
 - This will help us in how we make decisions.
 - **There are 4 key pieces to this tool:**
 - **Guiding Principles** establish the framework and values by which we approach our decisions.
 - **Objectives** describe the overall vision of what we hope to accomplish with the changes that may be made to our camp property portfolio with this project.
 - **Decision Anchors** are the guiderails or parameters that drive how decisions could be made. This also helps create consistency for consideration of recommendations.
 - **Benchmarks** create consistency in how we compare the current state of our camp properties across the camp property portfolio. The metric is the measure while the benchmark is the standard.
- **Q & A: 10 min -- Framework**
 - Questions were answered live and those not answered are in the FAQ document.
 - There were questions about:
 - Timeline
 - Changing our portfolio
 - Market
- **Input Session Objective 1:30 min**
 - **Shared 1st Objective**
 - **GSWW question is:** Do we use travel radius as a benchmark?
 - **Questions and thoughts from group discussion:**
 - Considering ages of our Girl Scouts
 - Occupancy rate
 - Who is using camp and if there was a thought about accessibility
 - Master Site Plan and the Mithun Report – will this be shared or has it been used for reference?
 - How are we looking at revenue?
 - Distance could be considered but not in the way it is presented here
 - Can we describe where the girl populations are currently?
 - Why 30 miles?

- Most folks expect to travel farther to go to camps
- **Input Session Objective 2:30 min**
 - **Tara Stone covered Classifications**
 - Natural features within the facilities
 - What each camp has to offer
 - If there are duplicate offerings and if this is important or ok
 - **Questions and thoughts from group discussion:**
 - Duplication of experiences isn't a bad thing, especially if travel/distance is an issue.
 - Are there ways to supplement camp income with other uses of camp outside of its use for Girl Scouts? Explanation is that this isn't a direct or intentional strategy we've been using.
 - How do we capture the different experience levels of Girl Scouts in the outdoors and the property needs that address those novice vs experienced campers?
 - An experience at one place is not the same at a different camp.
 - Concerns about 50% classification benchmark:
 - If they are put on a chart, Evergreen is going to have small classification.
 - Growing our camps is not in scope for this assessment project.
 - Future investment costs are not in scope.
 - Tana talked specifically to Towhee, what we're responsible for due to donor restrictions—there are also restrictions due to the county use permit.
 - Charlie: The camps cost a lot of money and that becomes cumbersome quickly; there might be uphill battle in the future regarding cost.
 - If we have 1,000 girls can we move them to another camp and still have them?
 - Is there a scenario where all the camps will be retained? Not sure, we haven't gotten that far and need to maximize participation in the camps we have.
 - Megan: The purpose here is not "how" can we rather "if" we can?
 - We are advising on how to make best use of our camp properties for long term sustainability of the camp program and council.
 - Could we please get financial specifics to better understand our situation? I feel a little behind without it.
 - This isn't being driven by a crisis; we are in a financially stable position and need to stay that way.
 - We are keeping a tight reign on our expenses.
 - We are facing a drop in membership.
- **Next Steps: 3 min**
 - There will be a follow-up questionnaire.
 - We will put together a website for member information.
 - We will be re-grouping in March:
 - Data questions
 - Membership questions
- **Q & A: 10 min**
 - No one is tasked to go to any camp properties.
 - There will be a more significant deck to digest for the next meeting which has more data.
 - An ask for a longer working meeting
- **Closing Message**