



**Virginia Headwaters Council
EXECUTIVE COMMITTEE MEETING**

Thursday, June 15, 2023

Council Office

7:00-8:30 PM

Presiding: Steve Hammond, Council President

Attend in-person at the Council Office or join by Zoom:
<https://us02web.zoom.us/j/83935724463?pwd=ajk0NkVMQVprZ2pKbzdRN21vc2NhZz09>

AGENDA

- | | | |
|---|--|-----------------|
| I. Opening | | |
| • Welcome | | Steve Hammond |
| • Invocation | | Roger Burke |
| II. State of the Council | | Mike White |
| • Membership Report | | Audrey Storm |
| • Special Events Report | | Cindy Zollman |
| • Summer Camp Report | | Jay Fox |
| • Endowment Report | | Larry Mellinger |
| • Treasurer's Report | | Matt Phillippi |
| III. Approval of April & May Meeting Minutes & Financials | | Steve Hammond |
| IV. Reports | | |
| • Commissioner | | Roger Burke |
| • Council Office sale & Line of Credit Workout | | Steve Hammond |
| • Scout Executive Selection Committee | | Steve Hammond |
| • Executive Board Retreat | | Mike White |
| V. Business | | |
| • Move Endowment Fund to BSAAM | | Larry Mellinger |
| VI. Closing Remarks | | |
| • Acting Scout Executive | | Sue Hart |
| • Council President | | Steve Hammond |

Upcoming:

- Casks for a Cause: Friday, June 16, 2023 | 1:00-10:00pm (Brothers Craft Brewing in Harrisonburg)
- Executive Board Meeting: Thursday, July 20, 2023 @ 7pm (Camp Shenandoah)
- Executive Board Retreat: Saturday, November 11, 2023 (Apex Clean Energy in Charlottesville)



Virginia Headwaters Council State of the Council Report June 15, 2023

GREEN = metric at or exceeds monthly target
YELLOW = metric slightly below monthly target
RED = metric well below monthly target

<p><u>YOUTH MEMBERSHIP</u></p> <p>1,372 (May 2023)</p> <p>2023 goal: 1,913 Previous Month: 1,415</p>	<p><u>FOS</u></p> <p>\$77,626 (May 2023)</p> <p>2023 goal: \$110,000 Previous Month: \$76,334</p>	<p><u>SPECIAL EVENTS</u></p> <p>\$80,375 (May 2023)</p> <p>2023 goal: \$171,500 Previous Month: \$53,310</p>
<p><u>CAMP ATTENDANCE</u></p> <p>850 (May 2023)</p> <p>2023 goal: 920 Previous Month: 810</p>	<p><u>POPCORN & PEANUTS</u></p> <p>\$0 (May 2023)</p> <p>2023 goal: \$140,000 Previous Month: \$0</p>	<p><u>BOARD FOS PLEDGES</u></p> <p>85.4% (May 2023)</p> <p>2023 goal: 100% Previous Month: 73.2%</p>
<p><u>INCOME (YTD)</u></p> <p>\$248,053 (May 2023)</p> <p>2023 goal: \$918,100 Previous Month: \$215,574</p>	<p><u>EXPENSES (YTD)</u></p> <p>\$185,922 (May 2023)</p> <p>2023 goal: \$904,565 Previous Month: \$143,159</p>	<p><u>SURPLUS/DEFICIT</u></p> <p>\$62,130 (May 2023)</p> <p>2023 goal: \$0 Previous Month: \$72,415</p>
<p><u>Cash on Hand (General Account)</u></p> <p>\$232,134 (May 2023)</p> <p>Previous Month: \$211,751</p>	<p><u>Endowment Fund Balance</u></p> <p>\$954,027 (April 2023)</p> <p>Previous Month: \$944,888</p>	<p><u>Line of Credit Balance</u></p> <p>\$646,000 (May 2023)</p> <p>Previous Month: \$646,000</p>

June 14, 2023
Membership VP Report
Audrey Storm (alk1@cornell.edu)

A small Committee met at the end of May to review progress and continue planning recruitment events. An emphasis on year-round recruitment, improved marketing, and awareness that everyone can recruit anyone anywhere for any BSA unit was made.

June also marks the beginning of recruitment season for new Lions. We've seen an increase in membership for units that have contacted incoming kindergarten families already and encourage everyone to make note of the back-to-school open house days in their area (including middle schools).

As guest speaker for the Monticello District Roundtable the following week, this combined effort approach was shared with all in attendance and an ask for summer events that could be "opened to the public" was made. In partnership with programming, we are hoping to heavily market a Summer Splash and Field Day activities as a joint event with Pack 77 on July 15th in Charlottesville and seeking ideas from Mountain Valley for a similar "where the kids already go" locations.

The DEI committee also met to discuss next steps. A concentrated effort to help increase membership of underrepresented groups was discussed as an option. These groups may include gender-fluid, non-religious, black, Hispanic, and female. The need for leaders that represent this diversity was noted as a significant hurdle. Anne was challenged not to just speak with camp staff about being welcome of diversity, but also training them how to be an upstander in the event they witness something that could be offensive to someone else.

Virginia Headwaters Council Treasurer's Report

Executive Committee Meeting June 15, 2023

Key Figures Year to Date as of 31 May 2023:

- **Cash on Hand: \$232,134**
- **Net Operating Support & Revenue (Revenues - Expenses): \$62,310**
 - **Support & Revenues: \$248,053**
 - **Expenses: \$185,922**
- **Budget Variance (Actual - Budget): \$123,525; -201.20% of variance^A.**
 - **Support & Revenues: \$51,928; 26.48% in excess of budget.**
 - **Expenses: \$(71,598); 27.80% less than budgeted.**
- **Accounts Payable: \$31,854**
- **Outstanding Debt: \$755,006**
 - **Notes Payable: \$646,000**
 - **Long-term Mortgage: \$109,006**

Notes on May 2023 Financials

- A. While the dollar amount of this variance has improved, the percentage has decreased. This is reflective of the narrowing gap as our overperformance in the beginning of the year has slowed. We have built a nice cushion, but the main expenditures for camp are still to come.

All of our special events have underperformed. It is important to keep in mind that these events are not supposed to be our main revenue drivers but are about getting our image out into the community. However, we need to make sure we are bringing in from other sources.

FOS is our biggest revenue driver right now. We are currently 70.57% of the way to our annual goal. It has slowed down from the beginning of the year which is expected. But, with camp not meeting revenue projections we need to make sure to make our FOS goals.

Most of our savings are personnel related but we need to start looking for DEs to help Sue out, so we will see these savings decrease. The big thing with this, though, is that by increasing our personnel it will allow us to explore other revenue streams through donations and grants.

Momentum is definitely lower than the start of the year and right now the focus is camp which hasn't seen the registrations we were anticipating. I am expecting summer camp to break even, but not much more than that.

Attached: May 2023 Statement of Financial Position and Statement of Operations.

Respectfully Submitted,

Matt Phillippi
VAHC Treasurer

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**Comparative Statement of Budgeted Operations - Unrestricted -
Period Ending: May 31, 2023**

Operating Fund	Current Period			Year to Date			Current Year
	Budget	Actual	Last Year	Budget	Actual	Last Year	Budget
Support and revenue							
Direct support:							
Net direct mail							
Friends of Scouting:							
FOS contributions	9,000	1,292	(1,231)	50,000	77,626	58,817	110,000
Net assets released FOS	-	-	-	-	6,956	-	-
Provision uncoll FOS	(600)	(91)	-	(3,600)	(5,921)	(4,162)	(7,700)
Net Friends of Scouting	8,400	1,201	(1,231)	46,400	78,660	54,655	102,300
Net project sales							
Special events:							
Special event contributions	19,000	27,065	6,955	124,000	80,375	7,455	156,000
Spec event fees collected	-	-	-	-	-	-	10,000
Spec event cost direct benefit	(6,550)	(4,266)	(400)	(24,050)	(5,607)	(1,350)	(31,850)
Net special events	12,450	22,799	6,555	99,950	74,768	6,105	134,150
Legacies and bequests:							
Legacies and bequests contrib	-	-	-	-	2,388	3,080	3,000
Net legacies and bequests	-	-	-	-	2,388	3,080	3,000
Net foundations and trusts							
Other direct:							
Other direct contributions	625	1,536	-	3,125	2,129	2,000	7,500
Net other direct contributions	625	1,536	-	3,125	2,129	2,000	7,500
Total direct support	21,475	25,536	5,324	149,475	157,946	65,840	246,950
Indirect support:							
Net associated organizations							
United Way:							
United Way contributions	100	-	-	800	143	65	2,000
Net United Way	100	-	-	800	143	65	2,000
Net unassociated organizations							
Net other indirect contributions							
Government fees and grants:							
Government fees grants gross	625	-	100,000	3,125	-	100,000	7,500
Government grants and fees	625	-	100,000	3,125	-	100,000	7,500
Total indirect support	725	-	100,000	3,925	143	100,065	9,500
Revenue:							
Sales of supplies - net:							
Sale of supplies gross	-	2,913	9,709	25,000	19,453	32,168	25,000
Sale of supplies cost of goods	-	(1,893)	(6,214)	(16,250)	(12,385)	(20,721)	(16,250)
Net sale of scouting supplies	-	1,020	3,494	8,750	7,068	11,446	8,750
Product sales:							
Product sales	-	-	-	-	-	3,183	140,000
Product sales cost of goods	-	-	-	-	-	(2,696)	(63,000)
Product sales unit commissions	-	-	-	-	-	(1,663)	(56,000)
Net product sales	-	-	-	-	-	(1,176)	21,000
Investment:							
Investment income current	-	-	16	-	-	49	30,000
Total investment income	-	-	16	-	-	49	30,000
Total realized invest gain/loss							
Total unrealized invest gain/loss							
Camping:							
Camp revenues	300	3,888	1,056	1,800	4,943	7,611	492,550
Camp trading post sales	-	-	4,579	-	-	4,579	51,000
Camp TP cost of goods sold	-	-	(2,581)	-	-	(2,581)	(28,050)
Camp refunds and discounts	-	-	(721)	-	-	(1,726)	(1,500)
Net camping revenue	300	3,888	2,332	1,800	4,943	7,882	514,000
Activities:							
Activity revenues	-	-	235	9,300	32,654	11,874	32,800

**Comparative Statement of Budgeted Operations - Unrestricted -
Period Ending: May 31, 2023**

Operating Fund	Current Period			Year to Date			Current Year
	Budget	Actual	Last Year	Budget	Actual	Last Year	Budget
Activity trading post sales	-	-	-	-	-	-	500
Activity TP cost of goods	-	-	-	-	-	(303)	(300)
Activity refunds and discounts	-	-	-	-	-	(70)	-
Net activity revenue	-	-	235	9,300	32,654	11,501	33,000
Other revenue	4,575	2,035	109,179	22,875	45,298	144,206	54,900
Total revenue	4,875	6,943	115,257	42,725	89,964	173,909	661,650
Total support and revenue	27,075	32,479	220,581	196,125	248,053	339,814	918,100
Expenses							
Employee compensation:							
Salaries	18,546	12,613	35,214	92,729	66,929	175,092	288,550
Employee benefits	6,678	2,725	10,278	33,390	18,115	41,517	80,135
Payroll taxes	2,658	1,203	2,834	13,292	6,060	18,794	34,500
Employee related	-	-	50	-	-	2,206	2,500
Total employee compensation	27,882	16,541	48,375	139,410	91,104	237,609	405,685
Other Expenses:							
Professional fees	8,251	3,941	1,067	41,250	20,269	26,153	99,000
Program and other supplies	104	125	448	6,971	5,745	17,003	201,750
Telephone and communications	733	785	1,249	3,667	2,990	5,843	8,800
Postage and shipping	267	490	260	2,083	514	1,931	5,300
Occupancy	2,175	4,204	1,594	8,875	9,591	8,974	27,800
Rental and maintenance of equi	1,433	709	1,884	5,967	2,376	5,106	13,000
Publication and media	267	981	-	2,083	2,635	3,758	7,650
Travel	2,904	3,770	4,788	13,021	4,986	17,118	32,900
Conferences and meeting	-	-	(641)	-	-	(641)	2,000
Recognition and awards	375	-	87	3,325	2,958	10,136	19,950
Interest	2,167	2,787	1,728	10,833	13,989	8,444	26,000
Insurance	1,417	1,281	4,848	7,083	6,781	12,765	20,000
Other	2,458	2,318	(2,195)	6,702	15,844	14,249	19,730
National charter and serv fees	1,250	2,046	1,886	6,250	6,139	8,939	15,000
Total other expenses	23,801	23,438	17,003	118,110	94,818	139,776	498,880
Total expenses	51,683	39,979	65,378	257,520	185,922	377,386	904,565
Surplus (deficit) UR revenue/expense	(24,608)	(7,501)	155,203	(61,395)	62,130	(37,571)	13,535

Net assets summary

Unrestricted net assets - beginning of year				(611,260)	(630,287)	
Change in net assets from operations	(24,608)	(7,501)	155,203	(61,395)	62,130	(37,571)
Adjustments to net assets	-	-	-	-	-	-
Transfers between funds	-	48,484	2,687	-	43,283	24,725
Change in unrestricted net assets	(24,608)	40,983	157,890	(61,395)	105,414	(12,847)
Unrestricted net assets - end of period				(505,846)	(643,134)	

----- End of Statement -----

**Statement of Financial Position -
Period Ending: May 31, 2023**

	Operating Fund		Capital Fund		Endowment Fund		Total of All Funds	
	2023	2,022	2023	2,022	2023	2,022	2023	2,022
Current assets:								
Cash	481,738	404,797	(132,709)	(13,860)	4,668	3,668	353,697	394,604
Accounts and notes receivable	-	15,869	-	158	-	-	-	16,027
Contributions receivable	21,128	20,095	549	549	-	-	21,677	20,644
Inventory	84,935	121,311	-	26,069	-	-	84,935	147,380
Deferred activity expense	1,240	1,659	-	-	-	-	1,240	1,659
Deferred camp expense	127,156	-	-	-	-	-	127,156	-
Deferred special event expense	2,256	975	-	-	-	-	2,256	975
Prepaid expenses	5,542	10,109	-	-	65,037	65,037	70,579	75,145
Total current assets	723,995	574,814	(132,159)	12,916	69,704	68,704	661,540	656,435
Noncurrent assets:								
Contributions receivable	-	1,658	-	-	-	-	-	1,658
Land, buildings and equipment	-	-	865,709	927,866	-	-	865,709	927,866
Long-term investments	(1,000)	(1,000)	-	-	957,027	1,422,552	956,027	1,421,552
Other noncurrent assets	-	-	-	-	2,754,853	2,754,853	2,754,853	2,754,853
Total noncurrent assets	(1,000)	658	865,709	927,866	3,711,880	4,177,406	4,576,589	5,105,930
Total assets	722,995	575,473	733,550	940,782	3,781,585	4,246,110	5,238,129	5,762,365
Current liabilities:								
Accounts payable	28,007	12,026	-	-	-	-	28,007	12,026
Accrued expenses	18,691	8,351	-	31,960	-	-	18,691	40,311
Taxes and benefits withheld	1,290	(784)	-	-	-	-	1,290	(784)
Custodial accounts	143,461	124,529	-	-	-	-	143,461	124,529
Notes and mortgage payable	646,000	596,000	-	0	-	-	646,000	596,000
Deferred activity revenue	39,461	12,164	-	-	-	-	39,461	12,164
Deferred camp revenue	262,185	220,205	(760)	-	-	-	261,425	220,205
Deferred special event revenue	33,995	46,236	-	-	-	-	33,995	46,236
Other current liabilities	-	(2)	-	-	-	-	-	(2)
Total current liabilities	1,173,089	1,018,726	(760)	31,960	-	-	1,172,329	1,050,686
Noncurrent liabilities:								
Long-term indebtedness	-	146,700	-	-	-	-	-	146,700
Long-term mortgage	-	-	108,091	119,009	-	-	108,091	119,009
Total noncurrent liabilities	-	146,700	108,091	119,009	-	-	108,091	265,709
Total liabilities	1,173,089	1,165,426	107,331	150,969	-	-	1,280,420	1,316,395
Net assets:								
Without donor restrictions	(505,846)	(643,134)	282,932	451,527	(97,410)	(97,410)	(320,323)	(289,017)
With donor restrictions	55,752	53,181	343,286	338,286	3,878,994	4,343,520	4,278,032	4,734,986
Total net assets	(450,094)	(589,953)	626,219	789,813	3,781,585	4,246,110	3,957,709	4,445,969
Total liabilities and net assets	722,995	575,473	733,550	940,782	3,781,585	4,246,110	5,238,129	5,762,365

Accompanying schedules are an integral part of this financial statement.

**Statement of Financial Position -
Period Ending: May 31, 2023**

	Operating Fund		Capital Fund		Endowment Fund		Total of All Funds	
	2023	2,022	2023	2,022	2023	2,022	2023	2,022
Standard schedules								
Schedule 1: Contributions Receivable Current								
Contributions Receivable-Past Years	7,362	51,756	549	(5,000)	-	-	7,911	46,756
Allowance for Uncollectible-Past Years	(5,186)	(9,069)	-	-	-	-	(5,186)	(9,069)
Contributions Receivable-Current Year	24,872	(29)	-	5,549	-	-	24,872	5,520
Discounted Contributions Receivable	-	-	-	-	-	-	-	-
Allowance for Uncollectible-Current	(5,921)	(22,562)	-	-	-	-	(5,921)	(22,562)
Net Contributions Receivable Current	21,128	20,095	549	549	-	-	21,677	20,644
Schedule 2: Contributions Receivable Non-Current								
Contributions Receivable - Non-Current	-	1,658	-	-	-	-	-	1,658
Discounted Contributions Receivable	-	-	-	-	-	-	-	-
Allowance for Uncollectible Non-Current	-	-	-	-	-	-	-	-
Net Contributions Receivable Non-Current	-	1,658	-	-	-	-	-	1,658
Schedule 3: Land, Buildings & Equipment								
Land, Buildings & Equipment-Non Camp	-	-	191,541	191,541	-	-	191,541	191,541
Accumulated Depreciation-Non Camp	-	-	(159,355)	(155,950)	-	-	(159,355)	(155,950)
Land, Buildings & Equipment-Camps	-	-	2,259,625	2,259,625	-	-	2,259,625	2,259,625
Accumulated Depreciation-Camps	-	-	(1,482,378)	(1,423,626)	-	-	(1,482,378)	(1,423,626)
Construction in Progress	-	-	56,276	56,276	-	-	56,276	56,276
ROU assets-finance leases net	-	-	-	-	-	-	-	-
Land, Buildings & Equipment	-	-	865,709	927,866	-	-	865,709	927,866
Schedule 4: Custodial Accounts								
National Fees & Subscriptions	(109,517)	(105,193)	-	-	-	-	(109,517)	(105,193)
Unit Deposits	140,030	149,676	-	-	-	-	140,030	149,676
Order of the Arrow and NESA	42,120	29,872	-	-	-	-	42,120	29,872
Other Custodial Accounts	70,828	50,174	-	-	-	-	70,828	50,174
Total Custodial Accounts	143,461	124,529	-	-	-	-	143,461	124,529
Schedule 5: Unrestricted Net Assets Designated								
Total Board Designated Net Assets	-	-	-	-	-	-	-	-
Non-Designated Net Assets	(505,846)	(643,134)	282,932	451,527	(97,410)	(97,410)	(320,323)	(289,017)
Total Unrestricted Net Assets	(505,846)	(643,134)	282,932	451,527	(97,410)	(97,410)	(320,323)	(289,017)

End of Standard Schedules

----- End of Statement -----

Virginia Headwaters Council, BSA
Executive Committee Meeting Minutes
April 20, 2023 – Zoom
Meeting – 7:00 PM

Presiding: Steve Hammond, Council President

Present: Larry Mellinger, Cindy Zollman, Tracey Stakem, Mike White, Rob Moore, Audrey Storm, Ken Young, Roger Burke, Matt Phillippi, John Athayde, Ian Lilien, Jay Fox, Will Hill

Staff: Sue Hart

Call to Order: Steve called the meeting to order at 7:00pm announced there was a quorum present.

Decisions and Actions:

- Motion to approve the Board meeting minutes from March 2023. Motion was made by Matt Phillippi and seconded by Roger Burke. There were no further questions or discussions. Motion was approved by all.
- Motion to accept Will Hill to be added to the Executive Board as a member. Motion was made by Steve Hammond and was seconded by Cindy Zollman. There were no further questions or discussions. Motion was approved by all.
- Motion to appoint Will Hill as the Nominations Chair for the Board. Motion was made by Steve Hammond and was seconded by Roger Burke. There were no further questions or discussions. Motion was approved by all.
- Motion to accept John Athayde's process to update/change the Council website. Motion was made by Mike White and seconded by Steve Hammond. There were no further questions or discussions. Motion was approved by all.

Reports and Discussions:

- State of the Council Report was shared by Mike White
 - Membership was shared by Audrey.
 - Commented on an upcoming JSN, promoting upcoming bike rodeo and connecting with units regarding my.scouting.org.
 - Looking for other events that units are hosting to spread the information.
 - 2023 FOS Luncheon is behind what it should be this year.
 - The FOS luncheon could see additional \$18k to meet its goal from historical gifts that are slow in coming in. Rob Bell is lined up to be the speaker for 2024 in early March.
 - The thank you letters have been sent to speakers and letters are getting ready to be sent to donors. Roger Burke asked about comments regarding the location and it was discussed that parking needs to be better managed if UVA Alumni is used again.
 - Larry shared that Rob Bell is a good choice for 2024.
 - Summer Camp Report is at 757 registered.
 - It is tracking about the same as last year. Jay shared that we are a little behind from last year. Our biggest challenge this year is filling the rest of the staff positions.
 - Board FOS pledges are still coming in strong, but we are still looking at 100% participation.
 - The treasurer's report is shared by Matt Phillippi

- Referenced that the full report is in google drive. Most of the funds coming in is from the deferred camp revenue. The council is also saving money by not filling positions and cutting costs in other areas.
- Reports
 - Commissioner report was shared by Roger Burke
 - Working with volunteers in the territory to come up with a plan to recruit more commissioners.
 - Covington Golf Tournament shared by Cindy.
 - Event is full with 17 teams. There will be a push to start selling drop ball tickets.
 - Council Office Status was shared by Steve
 - Office is looking more vacant. There is an excess of office furniture and anyone is welcome to it. Audrey suggested Sue reach out to Habitat for Humanity.
 - Sue put together an “Office Move” schedule to publicize support.
 - Closing of the office will be contingent upon the completion of the move to the Staunton location.
 - Steve asked if anyone knew any “sign” people. Matt mentioned that Chris Runion owns a sign company.
 - Cindy asked about the totem pole outside but there is no plan to date.
- Endowment Fund was shared by Larry.
 - The Council is up a little from last quarter by 4% but overall down 16% a year ago.
 - Assets were moved to Vanguard just over two years ago and requests that we consider going back to BSAAM. Larry has mentioned that our intent is to go back to BSAAM.
- Business
 - Nomination of Will Hill to the Board.
 - Steve gave introduction and made motion to approve Will to the Board.
 - Proposal to streamline Council Technology was introduced by Mike.
 - John Athayde’s wood badge project was to create a proposal to streamline the Council Technology. John shared his proposal to reimagine and improve the websites. The proposal is less expensive and reduces the number of vendors. Overall, the cost will be reduced by consolidating the services (savings of \$1.5k to \$3k).
- Endowment Fund discussion was brought up by Steve Hammond.
 - Blue Ridge Bank was offering a loan at 8% to payback the LOC, which would amount to \$9k monthly. The Council has the funds in the Endowment Fund and Steve recommends that we use the fund to pay off the entire LOC of \$600 which would leave about \$150k left. The proceeds of the office would go off to pay off the Ranger’s house and the other \$46k LOC with United Bank. The rest of the \$149k in the Council’s operating fund with the idea to put it back, over time, instead of paying interest to the bank.
 - Jay Fox shared, full disclosure, commented that he recommends we use the endowment. He would rather the endowment be used now than for the Council to maintain debt.
 - Mike White shared that, with full respect, that he is opposed to the suggestion. It is a question of reputation, integrity, and trust. The Council is doing well with FOS and the banks are willing to work with us. There is an opportunity to look further at our options before taking funds from the endowment. Mike said it should be our absolute last resort.
 - Matt Phillippi is talking to Blue Ridge Bank to look at options with them. Prime rate is 8% but we are a non-profit and we could get as low at 6%. Considering numbers, it would be an additional \$60k a year to pay off a loan offered by the Bank. If the LOC isn’t converted to a loan, then the entire payment of \$600 will be due. Current monthly payments include: Ranger’s

mortgage at \$1,300 a month and \$2,275 a month for the \$600k LOC and \$355.22 a month for the \$46k LOC.

- Cindy Zollman is in agreement with Jay to get our Council out of debt. Tracey would like to see better communication to our Council's constituents. Rob Moore believes that most units do not want to have to be involved in this communication and investing our money works better for us in the long run.
 - Steve addressed the group that further discussion and research needs to take place and offered members to reach out to him or Sue with additional information.
-
- Closing comments by the following:
 - Sue Hart: Change is about moving forward and the Council is showing that in a very visible way with the new office. Encouraged people to come out and help with the move. Thanked everyone for their time, patience, and support.
 - Ian Lilien: Everyone knows the BSA exited bankruptcy. Be on the lookout for more change.
 - Steve Hammond: A big day for Scouting yesterday with the end of the bankruptcy. It is a new day for Scouting. This is the final broadcast for a board meeting at the Waynesboro office.
 - Meeting adjourned at 8:44 PM

Respectfully Submitted,

Sue Hart
Assistant Scout Executive

Signed: _____

Date: _____

Approved: _____
Steve Hammond, President

Date: _____

**Virginia Headwaters Council
Executive Board Meeting Minutes
Thursday, May 18, 2023 –Zoom
Meeting – 7:00 PM**

Presiding: Roger Burke, Council Commissioner

Present: Ed Murphy, Tracey Stakem, Jim Echols, Mike White, Matt Phillippi, Liz Harman, Ann Blair, Dan Dreelin, Ben Annan, Tom Green, Gerry Locher, Larry Mellinger, Audrey Storm, John Athayde, John Lindegren, Ken Young, Marc Monfalcone, Michelle McCrone, Pete Fenlon, R.C. Hartman, Rob Moore, Kent Schlussel

Staff: Sue Hart

Call to Order: Roger called the meeting to order at 7:05pm. John Athayde gave the invocation. There was a quorum present.

Decisions and Actions:

1. Motion to approve the April meeting financials. Motion was made by Mike White and seconded by Marc Monfalcone. There was no additional discussion or questions.
2. Motion to accept John Athayde to the Board as Vice President of Technology and Communications effective immediately. Motion was made by Roger Burke and seconded by Pete Fenlon. There was no additional discussion or questions.
3. Motion to keep the 2023-2024 Charter Renewal Program Fees flat. Motion was made by Matt Phillippi and seconded by Marc Monfalcone. There was no additional discussion or questions.
4. Motion to adopt the debt restructuring strategy outlined during May 18 Executive Board Meeting and to delegate final authority to Council Key 3 to sign a note at the best possible loan terms. Motion was made by Roger Burke and seconded by Marc Monfalcone. There was no additional discussion or questions.

Reports and Discussions:

1. State of the Council was shared by Mike White
 - Council continues to improve over last year. Membership is not tracking on target but we are ahead of where we were last year.
 - Membership update was shared by Audrey Storm
 - Scouts BSA numbers could be a function of COVID. Monticello did lose their membership chair and actively looking for a replacement. Tracey Stakem is helping shape marketing Cub Scout events across the Council. There was some shake up with Charter renewal and how to work the online application process.
 - Anne Blair mentioned that DEI had just updated the scholarship forms for membership and uploaded it in the drop box.
 - Special Events Report was first reviewed by Mike White
 - There have been three events thus far but reporting on that will not show up until June. \$5k of the \$18k has arrived come to the office since last reporting for the FOS luncheon.
 - Summer Camp Report was shared by Jay Fox
 - Registration is down 5-10% from last year but it is on par to what it was last year.
 - Board FOS participation update shared by Tom Greenwood.
 - The board pledges are at 65.8% participation to date. It could be higher, but a closer look at previous events to see if board members contributed, must be reviewed.
 - Endowment report was shared by Larry Mellinger.

- This year has been dominated by several national issues but overall, the Council is doing okay with a 4% increase.
 - Larry would like to recommend we move our assets back to BSAAM. Their service and support is more than Vanguard. He would like to entertain a motion to move to BSAAM and would like to call a vote.
 - Mike White asks we wait to vote until information on the LOC is shared with the group.
 - Treasurer's Report given by Matt Phillippi
 - Some of the information, from the report submitted, current cash on hand is \$211k which half of that will go to Kandle Dining services for camp. We are ahead in income and less on expenses. We are starting to shrink the gap between income and expenses.
2. Approval of April Meeting Minutes and Financials was led by Roger. Sue commented that the minutes were not included in this months packet.
3. Reports
- No Commissioner Report was shared.
 - Monticello District news was shared by District Chair Ed Murphy.
 - Aviation day had to be postponed to the Fall. The other big event will be Apple Harvest in the Fall at Camp Shenandoah Oct 6-8th (Highland Games is the theme).
 - Mountain Valley District was shared by District Chair Dr. Whitehurst
 - The District still has a number of gaps in volunteer leadership. They still need a number of commissioners. They are looking to do a District retreat in mid August at Camp Shenandoah.
 - June 16th, the District is working with Brother's Brewing Company for "Casks for a Cause".
 - June RT is all about marketing to support units for Fall recruitment.
 - Scout Shop update was shared by Sue
 - Scout Shop is now closed as of May 10th. It was previously advertised that we would reopen on May 23rd but that is no longer the case since advancement will be available online. The Council receives 8% of online sales from those living within our Council's boundaries.
 - The Council Office status was shared by Sue
 - Internet was started up yesterday and the firewall was hooked up. The phone is also set-up with its same number from the old office. There are a few items volunteers will be able to access at the Scout Office but news of that information will follow.
 - BSA logo from Scout Office was removed. Rob Moore offered to take care of the totem pole/spirit stick.
4. Business
- Nominations
 - Roger Burke received a nomination from the Nomination Committee to accept John Athayde to the Board for Vice President of Technology and Communications effective immediately.
 - Congratulations and welcome to John Athayde as a new board member.
 - 2024 Council Program Fee was shared by Sue Hart
 - Last year the Council raised its program fees so that they would be more inline with a 12 increment. Sue's recommendation would be to not raise the fees since she surmises that the National office would soon be raising theirs. Right now, the program fee for youth is \$27 and adult is \$18.

- Mike Phillippi commented that he agrees that we should not raise the fees.
- Line of Credit was shared by Mike White
 - The Council is currently carrying a lot of debt. At the past executive meeting there was a discussion about using the endowment to pay off the debt. Since that meeting there was an exploratory effort to see what other options, we had regarding paying the LOC.
 - Council currently has 3 loans (Small LOC at \$46k with United, large LOC at \$600k with Blue Ridge and Mortgage on Camp Ranger House with Blue Ridge Bank). Endowment Fund has balance of \$954,027 (Restricted \$177,989 and Unrestricted \$776,037).
 - Mike proposes the following: 1) keep the note on the Ranger's house as it is. 2) Get the \$646k line of Credit debt to as close to \$350k by using the anticipated \$310,400 proceeds from the Council office sale for the following: Pay off small LOC and pay \$250k towards the Large LOC with Blue Ridge leaving a \$350k balance. This would leave a \$10,400 that can be put towards other expenses. 3) Borrow \$350k at 7% for 20-year term. 4) Pay extra towards the debt when possible. 5) Use the next windfall the council receives (likely Max Kennedy estate or Camp Shenandoah easement) to pay off the remaining debt in full.
 - Mike stresses the loss of money we would lose if we took money out of the Endowment compared to the interest paid in a 20-year loan. There is concern over the stock market but even in a doomsday scenario at a 4% average annual return on our endowment with a 4% annual pull we still get \$69k. Overall benefits of having a loan rather than taking from the endowment include: lower monthly debt service payment than what is currently budgeted and being paid, preserves an asset that has historically averaged a >10% annual return, mathematically provides greater benefit to the council, and honors and preserves the Endowment Fund donor intent.
 - Considerations: requires our operations to go to Blue Ridge Bank (currently with United Bank) and if we are having trouble meeting this debt then there is an option to withdraw funds from the endowment.
 - Matt Phillippi has taken time to approach Blue Ridge Bank, Pendleton Bank and United Bank to see what loan options they would consider. Matt highly recommends Pendleton Bank as there is a branch down the street from the new office. The other banks do not offer a close location. Pendleton would offer a \$50k LOC, be a community partner to help sponsor a special event, hold a free safe lock box and Loan for the \$350k.

5. Closing comments by the following:

- Acting Scout Executive: Thanked everyone for their participation in tonight's meeting and those that came out to move items from the Waynesboro office to the Staunton office.
- Council Commissioner Roger Burke: Reminded everyone about the upcoming Beaver weekend. Thanked everyone for all that they do for Scouting and their participation this evening.
- Meeting adjourned at 8:26 PM

Respectfully Submitted,

Sue Hart
Assistant Scout Executive

Signed: _____

Date: _____

Approved: _____
Steve Hammond, President

Date: _____

VAHC Advancement Report

15 June 2023

District	Jan-May 2023	Year 2022	Year 2021	Year 2020
Mtn. Valley				
Cub Scouts (15 Packs)	144	145	71	116
Scouts BSA (31 Troops)	63	224	165	232
Eagles	14	52	29	37
Merit Badges	179	1091	1191	875
Monticello				
Cub Scouts (16 Packs)	361	456	225	442
Scouts BSA (33 Troops)	179	377	265	295
Eagles	12	39	44	43
Merit Badges	479	1674	1275	1072
Eagles	26	91	73	80

Notes: These numbers represent Jan 1 thru May 31 for 2023.

June 2023 – Friends of Scouting Report

Friends of Scouting:

The Council has slowed down on FOS presentations and support. Currently, we are looking to establish a new plan, mostly in Mountain Valley, to address those units that have yet to have a presentation. There are some key presentations that have also yet to take place in the Monticello District. Follow up is being conducted by volunteers in the District.

June 2023 Family FOS:

	DATES	%	Viable UNITS	FAMILY GOAL	PRES COMPL'D	Worked Prospects	REPORTED	Reporting vs. Goal
Monticello	29	91%	32	\$40,000	18	106	\$30,983	77%
Mountain Valley	14	30%	46	\$35,000	11	45	\$13,970	40%
DISTRICT TOTALS	43		78	\$75,000	29	151	\$44,953	60%
Executive Board	1			\$25,000	1	24	\$28,683	115%
COUNCIL TOTALS	43	55%	78	\$100,000	30	166	\$73,636	74%



Technology & Communications Committee

REPORT 12 JUNE 2023

First month of the committee, and currently working on recruiting members/interested parties for the web site project. There are lots of items not listed here that are in the “future projects” column.

EXISTING WEB SITES

- Changed the public addresses for the new Council Office in Staunton
- Updated Scout Shop information, including visual display of CSPs
- Updated GoDaddy domain contacts to Sue Hart across the board
- Added Council, Camp, & Lodge site to Google Search Console & AHREFs (site quality & SEO tool)
- Tentaroo controls DNS for “vahcbsa.org” and is reticent about having us manage that ourselves, causing issues for spinning up staging environments for the new site on this domain.
- NEXT: Fix missing content (if possible)

BLACK PUG TRANSITION

- Audited Council & Camp sites for content & URL structure
 - Large amounts of content are PDF-only
 - Many links and pages return a 404 Not Found, e.g. all Camp Program Areas
- Held first training on Events module with John Athayde, Melissa Watts, Tracey Stakem, and Tom Greenwood. Set up Apple Harvest; additional trainings to be scheduled on various modules & functionality in the system.
- Moving all upcoming events that are not already open for registration to BlackPug, which we will embed links to inside Tentaroo.
- Setting up WPEngine account for hosting new sites
- NEXT:
 - Begin information architecture for new site organization
 - Begin work on design based on National WordPress theme
 - Continue training on various modules
 - Research with unit leaders on main pain points for existing sites

GOOGLE WORKSPACE

- Existing account established pre-COVID for Shenandoah Lodge
- Added "virginiaheadwaters.org" and "campsheanndoah.org" as alternate domains
- Plan to move the primary workspace domain to "virginiaheadwaters.org" and setup accounts for various roles across the CEB, Camp, and Council volunteer corps.
- Existing emails:
 - chief@shenandoahlodge.org
 - ceremonies@shenandoahlodge.org
 - secretary@shenandoahlodge.org
 - vc-program@shenandoahlodge.org
 - vc-outreach@shenandoahlodge.org
 - adviser@shenandoahlodge.org
 - key3@shenandoahlodge.org
 - photo@shenandoahlodge.org
 - staff-adviser@shenandoahlodge.org
 - tradingpost@shenandoahlodge.org
 - web@shenandoahlodge.org
 - vc-inductions@shenandoahlodge.org
- Proposed emails:
 - president@virginiaheadwaters.org
 - finance@virginiaheadwaters.org
 - treasurer@virginiaheadwaters.org
 - monticello@virginiaheadwaters.org
 - mountainvalley@virginiaheadwaters.org
 - commissioner@virginiaheadwaters.org
 - program@virginiaheadwaters.org
 - training@virginiaheadwaters.org
 - advancement@virginiaheadwaters.org
 - membership@virginiaheadwaters.org
 - technology@virginiaheadwaters.org
 - director@campshenandoah.org
 - medical@campshenandoah.org
 - ranger@campshenandoah.org
- This does not include distribution list emails
- Collecting brand and marketing materials to include on the workspace Google Drive
- NEXT:
 - Finalize plan for accounts/use
 - Setup Google Drive structure
 - Create some basic training material
 - Shift primary domain of workspace to virginiaheadwaters.org

OTHER AREAS

- Recruiting people to volunteer as part of the web project
- Researching payment gateway options to save on processing fees
- Pulling together social media accounts and looking at SOPs for posting/publishing (editorial calendar)
- Researching fiber optic availability for Camp Shenandoah (on current build out, no date for availability)
- Looking at email deliverability on all domains (SPF/DKIM records)

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