Proposed Merger of the Lewis & Clark and Greater St. Louis Area Councils

One region. One message. Stronger programs for Youth.
Lewis & Clark and Greater St. Louis Area Are Considering A Merger To Provide:

More Opportunity, Stronger Programs For Youth

- Improved services for Scouting families
- Expanded programs and services
- More funding
- Enhanced facilities and properties
- Increased donor support
- Consistent message and brand
## Our Councils At A Glance

<table>
<thead>
<tr>
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<th>Lewis &amp; Clark Council</th>
<th>Greater St. Louis Area Council</th>
<th>Total</th>
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<tbody>
<tr>
<td>Membership</td>
<td>Traditional: 7,696</td>
<td>Traditional: 32,005</td>
<td>Traditional: 39,701</td>
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<tr>
<td></td>
<td>Total: 17,696</td>
<td>Total: 47,013</td>
<td>Total: 64,709</td>
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<tr>
<td>Total Net Assets</td>
<td>$13,477,611</td>
<td>$59,730,925</td>
<td>$73,208,536</td>
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<tr>
<td>FY16 Operating Budget Revenue</td>
<td>$2,609,616</td>
<td>$10,703,170</td>
<td>$13,312,786</td>
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<tr>
<td>Staff Size</td>
<td>23</td>
<td>77</td>
<td>100</td>
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*All numbers are 2015 unless otherwise noted.*
More Funding

• Immediate financial synergies can be implemented to redirect $400,000 in overhead expenses to program delivery
• More program dollars to grow urban and rural Scouting in hard-to-reach communities
• Increase funding for camperships to send more Youth to summer camp
• Singular message to foundations and corporate funders that are regionalized; eliminate competition of two councils in one region
• Stronger outcomes proven to maintain United Way support
• Unified marketing message will enable a regional approach to community stakeholders and funding partners, such as the United Way
Smaller programs, facilities, and properties for Youth

- Specialty programs increase market share and attract and retain Youth
  - STEM, National Youth Leadership Training, Exploring
- Both councils have strong programs that can be significantly expanded if resources are combined.
- Training for youth leaders and adult volunteers will also be strengthened. We can enhance community relations through a stronger marketing message and provide stronger volunteer training and support.

- Improved services for Scouting families
  - Families attend events in both councils. A combined council would reduce confusion for families and make activity registration easier.
  - A merged council would give the Boy Scouts of America the ability to better serve all areas within boundaries through service centers and access to programs and products.
  - A merger would allow leaders from the entire area to access any of the service centers. A merged council would have service centers and Scout Shops in Illinois (Belleville and Herrin) and in Missouri (St. Louis and Cape Girardeau), as well as the national flagship Scout Shop, “BSA Outfitters,” located in Des Peres, Missouri.
Benefits For Scouts, Families, and Volunteers

• Immediate Benefits
  • Major website upgrade for Lewis & Clark Council with increased functionality capabilities
  • Increased camp scholarships
  • STEM Scout pilot program
  • Enhanced STEM activities
  • Specialized program staff support
  • Elimination of duplicate costs and expenses
  • Stronger training programs

• Long-Term Benefits
  • Additional camp opportunities
  • Increased staff strength
  • Enhanced fundraising abilities
  • Increased depth of volunteer committees
Volunteer Committee

Merger Leadership
- GSLAC: Rich McClure, Jim Turley (Staff: Ron Green)
- LCC: Deb Aerne, Dave Birk (Staff: Ben Blumenberg)

Administration, Governance & Legal
- GSLAC: Tom Minogue, Steve Kuenzel, Steve Jones (Staff: Andy Zahn)
- LCC: Steve Walton, John Goodwin, Francella Jackson (Staff: Sandy Holmes)

Finance & Fundraising
- GSLAC: Jeff Hoelscher, Mark Burkhart, Steve Swyers (Staff: R.J. Crunk, Gina Knapp)
- LCC: Ed Hoering, Doug Wilks, Mark Hinrichs (Staff: Dan Sullivan)

Program
- GSLAC: Jim Eckhoff, Jeff Abernathy, Doug Hill, Dave Chambliss (Staff: Steve Hammonds)
- LCC: Larry Strube, Mark Fulford, Elisa E’Antonio, Bob Reinneck (Staff: Joey Quick)

Field Operations
- GSLAC: Buzz Eckelkamp, Bob Cox, Scott Martin, Rollin Jackson (Staff: Joe Sadewasser)
- LCC: Steve Turner, Erik Arneson, Kevin Botterbush, Paul Irovic, (Staff: Ben Blumenberg)
Committee Summary

Legal, Administration & Governance

• The committee completed an extensive due diligence checklist which included organization, insurance coverage & claims, material contracts, employee benefits, real estate and regulatory compliance. No impediments were uncovered.

• An unified presence in Southern Illinois and Greater St. Louis area would better serve rural and urban communities.

• The committee identified potential opportunities for more efficient administrative function which could reduce overhead and generate more resources for program delivery.

• A thorough review of each council’s by-laws and state statutes was completed to outline the steps that each council needs to take to approve a merger.

Finance & Fundraising

• Financial synergies can be realized through the elimination of duplicate operational expenses. A minimum savings of $400,000 in year one has been identified that could be redeployed to program delivery.

• An unified marketing message in a common media market and strength of single brand, resulting in increased membership recruitment and funding.

• Fundraising can be strengthened; a merged council would create the largest youth serving organization in the region and could leverage regional investments from funders like the United Way.

• A combined council would provide a larger volunteer committee and staff resources to focus on foundations & grants, planned giving and major gifts.
Committee Summary

Program

- While each council has strong programs, a merger would provide critical mass for specialized programs such as STEM and leadership training to attract and retain youth.
- Council program committees would be strengthened through greater number of adult volunteers, supported by a larger professional staff.
- A merged council would have integrated program delivered throughout the geographic area; Scouting can be kept local.
- A larger council would have more resources to develop large, innovative programs that are attractive to current and potential members, enhancing recruitment and retention efforts.

Field Operations

- A merged council would create a larger pool of volunteers to fill council committees, strengthen district committees and enhance volunteer succession planning.
- A combined council would increase unit service in Illinois, especially in rural areas that are currently on the border between the two councils.
- An increased number of service centers and Scout Shops would enhance customer service by making them accessible to families that commute between Illinois and Missouri.
- Utilization of specialized staff positions (program, marketing & development) would allow field staff to focus on unit service; council-level assignments could be removed from the District Executive’s role.
Challenges Being Addressed

• Risk of a loss in local identity
  • Scouting is local. Scouts everywhere wear the same uniform, follow the same advancement program, and subscribe to the same Oath and Law. A merged council would give the Boy Scouts of America the ability to better serve all areas within the councils’ boundaries through stronger volunteer training programs and enhanced council activities.

• Merged council would have 8 camping facilities
  • Most would agree eight is too many. A volunteer committee representative of all Scouting programs and both councils will be formed to study current and future usage and recommend a long-range master properties plan to the council’s board. This must be a process where providing the highest quality programs – including top notch specialty camps – is the driving factor.

• Order of the Arrow Lodges
  • The Greater St. Louis Area Council has already submitted a resolution to the National Council to modify the 80-year old “One Council, One Lodge” policy. Scouting is local. Our goal is to maintain three OA Lodges.
One Region

- Four service centers and five Scout Shops to serve all volunteers in region
- Unified presence in Southern Illinois to strengthen local programs
- Significant financial synergies and broad fundraising message to direct more resources to program development & delivery
Merger Process

• Executive committees of both councils agreed to begin study phase

• Four study groups consisting of volunteers of both councils have completed multi-month analysis of finance, administration, program, and field service

• All committees have unanimously agreed that the Scouting program would be stronger and serve more youth in a merged council.

• Greater St. Louis Area Council Executive Committee unanimously recommended a merger on Aug. 18

• Lewis & Clark Council held town hall meetings on Sept. 7 & 15

• Lewis & Clark Council Executive Committee unanimously recommended a merger on Sept. 14

• Greater St. Louis Area Council will hold town hall meetings on Sept. 21 & 22
Merger Process

Timeline:

• Feedback phase: Now through early September
• Executive Boards of both councils vote on proposal for merger: LCC- Sept. 21 and GSLAC- Sept. 22
• Memberships of both councils vote on proposal to merge: September 28
• If approved, a merged council would become effective January 1, 2017

Questions & Answers
Thank You