

Crossroads District Committee Meeting  
December 2, 2020

**Attending:** Mike Cargill, Rob Clark, Al Dominy, Rob Fredericks, Kathy Kaffenberger, Thom Kubicki, Matt Lacy, Bob Lombardi, Mike Romeo, Adam Selsley, Paul Szemkow, Bill Thieke, Shalinda Young, Bob Schad, Pat Ward, David Whyte, and Terry Richmond.

Bob L called the meeting to order at 7:08pm with the Pledge, Oath, and Law. November minutes were approved; Matt will send out missing "District Report Card" for November tomorrow.

**State of the District:** Bob reviewed the district "report card" updated for today and noted large improvement in reaching the finance goal for the district. Over the last three months, the district has doubled its funds raised. Bob thanked Vice-Chair of Finance Kathy Kaffenberger for her strong efforts in coordination of contacting all lapsed donors from 2019.

**Program:** The Green Bar program, a youth-led planning committee for district activities, will have its first meeting tomorrow night at 7:30pm. Vice-Chair of Program Mike Cargill is looking for additional interested Scouts to participate. The District Adult Recognition Committee will be holding its first meeting the following week to develop their calendar.

**Training:** Al Dominy reported that there was not much improvement on position-specific training numbers for the district, but the district achieved a net gain of five more YPT-trained leaders versus the prior month. Al and Thom also reported on 2021's University of Scouting, a virtual event to be held January 7-10. The course catalog is due to be published Monday, December 7. A position-specific course for Scoutmasters/Assistants is scheduled for January 16.

**Advancement:** Adam Selsley reported that proposal reviews and Eagle Board of Reviews are on track, with only one Board of Review in hand yet to be scheduled. He will also meet with the new Council Advancement Chairman later this month.

**Finance:** Kathy Kaffenberger thanked Mike Kane, Mike Romeo, Bill Thieke, and Bob Lombardi for their hard work in making incredible progress towards the district's Friends of Scouting goal for 2020. Matt mentioned that the professional staff met today to discuss the campaign for 2021 and will share more information as it is finalized. Kathy continues to work with the Council VP of Finance Jon Pinckney to craft plans for 2021, which include meeting with Chambers of Commerce and other community organizations to spread the message of Scouting.

**Popcorn & Communications:** Rob reported that he will be meeting with Abby Hughes tomorrow to see what reporting and analysis can be shared at the district level for the popcorn campaign. He mentioned the active incentives from Trails-End (and recently announced gaming console sweepstakes) that will run until the end of 2020.

**Membership:** Rob also reported that two virtual joining nights have been promoted on Facebook via community groups and paid advertising through geofencing, with no preference or focus given to individual units. These one-hour sessions, on December 3 and 5, will encourage interested families to join units in their local area that have demonstrated that they are actively and properly running the Scouting program.

**Commissioners:** Pat Ward noted that with many units bending under the pressure of our current social restrictions, Packs in the Liverpool area have combined their leadership resources and are working together to serve all active families. Discussion followed regarding how to keep active families involved when the rest of the unit goes dark, as well as on the increased focus commissioners will have on units to properly provide the Scouting program, whether it be to their own members or members of other units.

**Roundtable:** The next district roundtable will be December 9, with Cub Scout leaders discussing how to keep their youth involved as the world continues to grapple with digital learning. Scouts BSA leaders will hear the latest on the Diversity and Inclusion program (including the merit badge) coming in 2021 from the Boy Scouts of America.

Bob and Matt mentioned the upcoming council fundraising efforts coming this holiday season for the Winter Soiree and Giving Tuesday campaigns, as well as the District Green Bar and Joining nights happening this week. Bob also mentioned the fact that even in a pandemic, the Scouting program truly "just works." We all should take the time to visit other units and gain a broader perspective on Scouting with the mindset of improving our own view of the program and the delivery of it to those we serve.

The meeting adjourned at 8:12pm

Submitted by:  
Matt Lacy  
Senior District Executive