United States Power Squadrons
Board of Directors
19 February 2019

Called to order at 0830
Attendees:

C/C Gary Cheney, SN
V/C Mary Paige Abbott, SN
V/C Craig D. Fraser, SN
V/C Ben Coons, JN
V/C Howard Yoas, SN
V/C Lee Popham, JN
P/C/C Louie Ojeda, SN

Guests present:
R/C Harry Hebb, SN
R/C Paul Mermelstein, SN
R/C Vincene Aquilato, S
P/R/C Kay Simkins, AP
Mary Catherine Berube
Tammy Brown

Ratification of electronic votes:

1) To present a USPS Lifesaving Award to Lt/C James Milton JN, and Alexandra Vanderlofske, S, Great South Bay/3.

2) To present a USPS Lifesaving Award to Cdr Jack Draper, Sr. and Dawn Draper; Grand Rapids/9.

3) To waive the requirement for District 26 to hold a Spring Conference in 2020 in accordance with USPS Bylaws 9.5.1.

4) To allocate up to $7,500 of Endowment Fund earnings from the 5 percent allocated for BOD projects to engage Oasis Solutions, a NetSuite Distributor and Consultant, to perform a NetSuite Optimization Analysis Review.
**Motions approved:**

1) To present 2019 Honorary Memberships to the following: Charles Beall; Chris Edmonston; Tom Hayward; Kirsten Schuchardt, and Michael Wesolowski.

2) To change the name of the Membership Services Committee to Member Services Committee.

**Discussions:**

1) Mary Catherine Berube reported signing a contract with Oasis Solutions to review current processes used within NetSuite, the headquarters accounting, inventory and e-commerce systems, with the goal of optimizing these systems.


3) Berube reported that USPS submitted three USCG grant proposals for the 2019 grant cycle. America’s Boating Channel is a continuation of USPS’ Digital Media Library projects. Plans are to expand boating safety videos and related social media content with topical messaging year-round to align with Boat Live 365 local activities and videos. Boating Skills Virtual Trainer VII will continue to conduct a boat operator simulation training program with the goal of increasing recreational boater safety on the water and developing a seventh-generation trainer. Learning Centers Phase II proposes to add five new locations for training centers in the Mid-Atlantic region, the Northeast region, the Midwest region, the Great Lakes region, and the Pacific Northwest region.

4) P/C/C Louie Ojeda, SN, discussed the future of the USPS Endowment Fund Inc. in regards to fundraising.

5) P/V/C Howard Yoas, SN, reported that the Communications Committee awarded the 2018 Distinctive Communicator Award to 175 squadrons and districts for newsletters and 204 squadrons and districts for websites. Winners are posted on the committee’s website at www.usps.org/index.php/departments/15000/15800/2015-02-20-00-28-21/2014-dca-recipients.
6) The Information Technology Committee reported that the new America’s Boating Club website is functioning properly. The website design team is working with the marketing team on website content. The IT Committee is working with the Educational Department on developing e-books.

7) The Member Services Committee is attempting to locate members with unknown addresses and former Women’s Certificate Holders. They are assisting districts and squadrons with filing timely OD-1, OD-2 and ED80 reports.

8) The National Secretary reported that the Ship’s Store Committee would introduce several new items with the America’s Boating Club logo during the Annual Meeting. Dual-branded merchandise will be phased out, and discontinued items will be sold at a discount.

9) V/C Lee Popham, JN, reported that the Finance Committee was reviewing the current dues structure to evaluate moving to a single dues structure at the national, district and squadron levels. The Budget Committee will begin providing monthly budget versus actual expenses and revenue reports.

10) V/C Popham reported that he and Mary Catherine Berube met with representatives from First Citizens Bank to discuss automatic dues renewal billing and a dues collection strategy where the bank would collect dues on USPS’ behalf.

11) The national treasurer reported that without further reduction in expenses he anticipated a deficit of $40,000 - $60,000 in 2020. He noted that possible alternative solutions in communication and marketing are being explored that could avoid cost-cutting.

12) V/C Popham reported that he met with representatives from Regal Marine Industries to explore including USPS materials in new boat owner packets. They also discussed a potential partnership that would create a weeklong “Edu-Vacation Yacht Rental” operation.

13) V/C Popham reported that he was reviewing the 2018 audited financial report, which showed that operating expenses exceeded operating income by $11,274. He noted that new member dues were $105,067 compared to a budgeted amount of $92,750. Renewal dues were $883,920 or $54,205 under budget. Educational sales were $95,426 under budget. Ship’s Store sales were $22,678 below budget due primarily to reducing the selling price of older items.
14) V/C Popham reported that 2018 operating expenses were $202,000 under budget which compensated for the revenue shortfalls.

15) V/C Popham reported that he would work with headquarters to solicit proposals for the 2019 audit.

16) V/C Ben Coons, JN, reported that as of Nov. 30, 2018 there were 24,807 active members compared to 26,721 one year ago, a 7.2 percent decline. He noted that a continued decline in membership is not sustainable and that the Administrative Department is working on a stop loss approach.

17) V/C Coons reported that the Administrative Department would focus on two goals in 2019. The first goal is to emphasize member benefits available only to members. The second goal is to begin sending regular communications to district and squadron administrative officers on best practices for recruiting and retaining members.

18) V/C Mary Paige Abbott, SN, reported that 674 geodetic reports with 2,132 items and 286 nautical reports with 781 items were submitted in 2018.

19) The Environmental Committee initiated “Clean & Green Boaters” in 2018 and encouraged squadrons to adopt the program.

20) The National Meetings Committee reported that attendance at national meetings continues to decline. V/C Abbott reported that targeted communications will be sent to members promoting the 2019 Governing Board, which will be held from Sept. 8 – 16, 2019 in Louisville, Kentucky.

21) The Public Affairs Committee developed a draft Memorandum of Understanding for new organizational partners. The committee reviewed the MOU between the Florida Department of Environmental Protection and USPS districts in Florida. The committee is also creating a policy and procedures on developing and administering local agreements between districts and squadrons and non-USPS entities.

22) The Safety Committee reported that 26,842 vessels were inspected in 2018 by 1,479 vessel examiners, with 24,364 decals being awarded. The committee supplied 50,000 business cards
to all vessel examiners and created a template in Vistaprint that can be downloaded at americasboatingclub.go.customprintcenter.com/register.

23) V/C Abbott reported that a CPR training event will be held during the 2019 Annual Meeting. She noted that competitive bids will be sought for future training events.

24) V/C Abbott reported that she attended the Ft. Wayne Boat Show, which was held in Ft. Wayne, Indiana, on Feb. 14-17, 2019. Squadrons from District 29, including Ft. Wayne, Lima, Sandusky, and Columbus, participated while introducing America’s Boating Club of Northeast Indiana. She stated that the show was very successful and that 32 follow-up contacts were made. Two seminars on Weather and Anchoring Techniques were taught along with displaying a Boating Skill Virtual Trainer.

25) Tammy Brown reported that the trademark registration for America’s Boating Club was approved and that the logos with the registration mark were updated in the Marketing Guidebook.

26) Brown reported that she is assisting squadrons on re-branding, logos and boat shows. She announced that two new marketing brochures are available at headquarters to promote America’s Boating Club and educational opportunities. She continues to support marketing for grants including the Learning Centers, Hispanic Outreach and Boat Live 365.

27) R/C Paul Mermelstein, SN, reported that the Marketing Committee is updating the America’s Boating Club Marketing Guidebook as new materials and programs are created. The committee is working on two grants including the Hispanic Outreach grant, funded by the USCG, and the Advertising Campaign Phase II, funded by the USPS Educational Fund. The committee worked with Marketing Director Tammy Brown to create and implement an advertising strategy. He noted that Phase I was complete, which focused on announcing dual-branding of USPS and America’s Boating Club. Phase II will support the move toward America’s Boating Club and will include targeted marketing with a call to action.

28) R/C Mermelstein reported that marketing collaborated with the Educational Department and districts 12 and 14 to participate in the 2018 Newport International Boat Show, which focused on promoting America’s Boating Club and teaching five modified mini-seminars.
29) R/C Vincene Aquilato, S, joined the meeting to discuss future national meeting formats and locations.

30) V/C Craig Fraser, SN, reported that America’s Boating Course 3rd Edition 2018 was approved by NASBLA through Dec. 31, 2021. He noted that ABC3 PowerPoints with state approved questions and instructor teaching aids can be downloaded from the departmental website.

31) V/C Fraser reported that following the 2019 Annual Meeting squadrons will be charged $1 each for boating course completion certificates and wallet cards (10 cards per sheet.)

32) V/C Fraser reported receiving positive feedback from squadrons teaching the Jump Start for New Boaters Program.

33) The National Educational Officer reported that the Boat Handling Committee launched the e-book Boat Handling pilot course on Sept. 10, 2018. Following completion of the pilot test, the committee is incorporating suggested changes submitted by participating squadrons.

34) V/C Fraser reported that the Educational Outreach team continues to develop new online interactive seminars. Cruise Planning Boats and Systems is scheduled to be released during first quarter 2019.

35) The Boat Systems Committee completed the Propane Systems on Your Boat seminar, which is currently available in e-book to be followed by a printed format. The committee is reviewing AIS Electronics and will review the basic and advanced GPS seminars followed by VHF/DSC Radio.

36) The Boat Operator Certification Committee is updating the On-the-Water guides and developing a new Basic Powerboat student and instructor guide for both small and large boats.

37) V/C Fraser reported that the first America’s Boating Club Learning Center will open in Florida in spring 2019 with California and Texas to follow.

Adjourned 1710.
BOD Advisors Meeting

20 February 2019

Called to order 0830

Attendees:

C/C Gary Cheney, SN
V/C Mary Paige Abbott, SN
V/C Craig D. Fraser, SN
V/C Ben Coons, JN
V/C Howard Yoas, SN
V/C Lee Popham, JN
P/C/C Louie Ojeda, SN

Guests present:
P/C/C John T. Alter, SN
P/C/C Robert A. Baldridge, SN
P/C/C Frank A. Dvorak, SN
P/C/C G. Leslie Johnson, SN
P/C/C Ernest G. Marshburn, SN
R/C Harry Hebb, SN
R/C Greg Korstad, AP
R/C Mike Friedman, N
R/C Ralph Bernard, AP
R/C Mike Skelley, AP
Stf/C Gary Baker, P
Stf/C Barbara Erickson, JN
D/C Hector Colon, SN
Peter Bolton, SN, Canadian Power and Sail Squadrons, National Executive Officer
Mary Catherine Berube
Tammy Brown

1) R/C Greg Korstad, AP, reported that the Committee on Nominations is seeking good quality candidates, and he encouraged members to complete the online resume SIRS form.
2) P/C/C Robert A. Baldridge, SN, reported that he represented USPS at the BoatUS National Advisory Council Meeting held on 26-28 November 2018. He reported that the Foundation is creating YouTube videos on boat operation, and they plan to average one new video per week in 2019. They are also offering an on-the-water training program that will include three-to-four students per class and will be held at boat clubs, yacht clubs, boat shows and schools. He stated that BoatUS and the BoatUS Foundation should be considered strategic partners.

3) Stf/C Gary Baker, P, reported that as of 30 Nov. 2018, the balance in the USPS Endowment Fund Inc was $1,936,550, and the balance in the USPS Investment Fund was $763,737. He stated that the process of planning the 2020 budget had begun and that the Finance Committee had concerns in several areas including dues revenue and education and Ship’s Store sales from a declining dues paying membership base.

4) R/C Mike Friedman, N, reported that since the August 2018 Governing Board Meeting, the Law Committee provided advice and services on approximately 35 matters including filing the USPS Endowment Fund Inc.’s application for tax-exempt status and issues related to charitable solicitation, answering questions related to the America’s Boating Club marketing program and logos, establishing the subsidiary America’s Boating Club Learning Centers LLC, conferring with the Gowrie Group with respect to the USPS insurance program, assisting on copyright matters and with compliance requirements for USCG grants, reviewing several business contracts, and filing the required documents to maintain USPS trademarks and logos.

5) R/C Mike Skelley. AP, reported that the Planning Committee was developing a sustainable transition plan to evolve USPS into America’s Boating Club. He discussed a transition plan that includes a three-part strategy to establish a new corporate and organizational structure and fiscal management, while reflecting the changes in today’s watercraft community and continuing to honor USPS’ heritage.

6) V/C Peter Bolton reported that CPS-ECP has many parallels with USPS. He noted that they are experiencing similar membership issues and had a current membership of approximately 16,000. They are in the process of upgrading their IT systems and surveying members on
marketing and advertising initiatives. V/C Bolton said that CPS-ECP is also emphasizing online course offerings, member benefits, and automatic dues renewal. He noted that they are changing their bylaws to allow districts to operate as squadrons to help squadrons that are struggling.

Adjourned 1200.