United States Power Squadrons
Board of Directors
4 May 2018

Called to order at 0800

Attendees:

C/C Gary Cheney, SN
V/C Craig D. Fraser, SN
V/C Mary Paige Abbott, 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 Paul Mermelstein, SN
P/R/C Kay Simkins, AP
Mary Catherine Berube

**Ratification of electronic votes:**

1) To move the $20,000 permanently restricted Funk Estate Funds from the USPS Money Market account to the USPS Endowment Fund, Inc. investment account as of 31 March 2018.

2) To spend up to $7,000 in Endowment Fund earnings to purchase donor recognition lapel pins, supplies, brochures and tickets for the Donor Recognition Breakfast held during the Dallas Governing Board Meeting. The supply of donor recognition lapel pins is expected to last for a period of at least two years.

**Discussions:**

1) C/C Cheney distributed a copy of the Boat Live 365 Playbook noting that each district and squadron commander will receive a copy of the Playbook and the five brochures produced under the USCG grant.
2) C/C Gary Cheney, SN, reported that the United Safe Boating Institute is dissolving. He noted that USPS is a member and will receive a share of the assets that will be distributed among member organizations.

3) C/C Cheney reported that he will make a decision on sending national representatives to the 2018 Fall District Conferences based on the current financial status.

4) C/C Cheney reported that he asked the Heritage & Protocol Committee to design insignia for distinguished past district commanders and distinguished past squadron commanders. He noted that the *USPS Operations Manual* needs to be updated to recognize the designation.

5) C/C Cheney will contact the Law Committee concerning the status of the Vendor Licensing Agreement.

6) C/C Cheney will ask the Planning and Law committees to evaluate the *USPS Bylaws* to determine changes that would be necessary to eliminate the fall Governing Board Meeting.

7) The Board discussed the proper way for members to be recognized for completing Boat Operator Certification courses. It was noted that course completions are shown on a member’s educational certificate.

8) The Board reviewed a detailed income and expense statement for the 2018 Annual Meeting. C/C Cheney thanked the headquarters accounting staff for preparing the report.

9) V/C Lee Popham, JN, attended via web conference and presented the preliminary 2019 Budget. He noted that the preliminary budget does not include a dues increase. Board members agreed to review the preliminary budget and report back to V/C Popham within two weeks.

10) Mary Catherine Berube updated the Board on USCG grants. All funding was expensed on Digital Media Library 2.0, and the grant was officially closed on December 31, 2017. All funding was expensed on Boat Handling Simulator IV as of December 31, 2017, and the grant was officially closed on April 4, 2018. Balances as of March 31, 2018: Digital Media Library 3.0 - $11,666; Boating Handling Simulator V - $102,202; Year-Round Safe Boating Campaign 2.0 - $65,710; Hispanic Youth Boating Manual- $26,319, and Training Centers for Standards Based On-the Water Skills Training - $241,290.
11) Berube reported balances in the USPS Educational Fund grants as of March 31, 2018:
   Chapman Award Sponsorship - $1,824; BoatUS Online Conversion of Educational Courses
   and Seminars $95,134; Communications and Advertising- $109,145, and Spanish Translation

12) Berube reported receiving three USCG grants in 2018 totaling $455,312: Boat Handling
    Simulator VI for $120,000; Boat Live 365 3.0 for $165,000, and Engaging Hispanic Youth
    Part 2 for $170,312.

13) Berube reported receiving two quotes to perform an IT Strategy Assessment. The Board
    discussed the path forward and requested a third quote.

14) V/C Howard Yoas, SN, presented a Ship’s Store Plan prepared by the Ship’s Store
    Committee chairman and assistant chairmen with input from headquarters. The plan focuses
    on reducing old inventory, adding new inventory with the America’s Boating Club logo,
    exploring a drop-ship program for specific items, expanding the district conference virtual
    Ship’s Store concept, and logistical issues related to selling Ship’s Store inventory at national
    meetings. The Board agreed to move forward with the plan as presented.

15) The Communications Committee is revising its website and the evaluation form.

16) V/C Yoas reported that the Information Technology Committee selected a Configuration
    Management System to document IT processes and systems.

17) V/C Yoas will ask the Operations Manual Committee to update the Operations Manual to
    include the requirements on distinguished past commanders.

18) V/C Ben Coons, JN, discussed the Sea Tow radio check program. He noted that the
    Membership Committee is working on a partnership with Sea Tow where squadrons can
    participate.

19) V/C Coons reported that the Membership Committee is evaluating current member benefits
    with the goal of offering quality benefits that offer incentives to join and renew.

20) V/C Coons reported interest in developing a squadron in North Dakota.
21) V/C Coons reported that approximately $500 of the restricted Squadron Development Fund was used to assist District 16 with the costs of shipping a virtual trainer to Alaska.

22) V/C Coons reported that Standard Horizon is now working with the GPS Store to drop ship products. The Membership Committee is working on an agreement to offer discounted Standard Horizon products to members.

23) V/C Coons discussed the requirement for a minimum of 25 members to charter a squadron. It was noted that the *USPS Operations Manual*, Section 5.63, states that a provisional squadron may request that the Board of Directors waive the requirement.

24) V/C Coons proposed creating a USPS Challenge coin. He will review the budget to see if funds are available.

25) V/C Craig Fraser, SN, reported receiving re-approval of America’s Boating Course from NASBLA in April 2018. The Basic Public Education Committee has begun the process to obtain approval from the various states and territories with the goal of completing the process by August 31, 2018.

26) V/C Fraser reported that the Steering Committee on Courses supports changing the education program from topic centric to a market centric focus for course and seminar design. The Steering Committee has agreed on the audiences to reach beyond the traditional power and sail boaters to include Cruising Sail and Cruising Power, Day Power Boating and Day Sailing, PWCs, Offshore Fishing and Inland Fishing, Hunting, Paddling and other Sportsman. New seminars under consideration are Boating on Rivers, Boating on Lakes, Boating on Canals, Outboard and I/O engine, and How to Use Fish finders. The goal is to create content for a specific market. The committee will first look at the paddling audience to develop content that will attract paddlers.

27) V/C Fraser reported that the Learning Center project was in the initiation phase including marketing, website development and site selection for the first location.

28) The national Educational Officer reported that a PWC Operations Webinar will be presented on May 8, 2018 at 8:00 p.m.

29) V/C Fraser reported that the eBook key redemption site is not working.
30) V/C Fraser reported that members of the Publishing, E Books, Boat Handling, Instructor Development, Marine Environment, and Offshore committees will attend training sessions to evaluate the Moodle Learning Management System.

31) V/C Fraser will work with the Planning Steering Committee and the Educational Department to develop a plan on new course curriculum and grades requirements.

Adjourned 1630.
United States Power Squadrons  
Board of Directors  
5 May 2018  

Called to order at 0800  

1) V/C Mary Paige Abbott, SN, reported that headquarters received a new supply of the vessel safety check 7012 inspection forms. It was noted that an expired fire extinguisher does not cause a vessel to fail inspection.

2) V/C Abbott reported that the Cooperative Charting Committee is working with the Law Committee on renewing the memorandum of understanding with NOAA. A broadcast message will be sent to squadrons regarding the lapsed agreement on the Adopt-a-Chart Program.

3) The national executive officer reported that the Public Affairs Committee is developing a matrix of current memorandums of understanding that includes the original date, review date, termination date, and the committee assigned to monitor the MOU.

4) The Environmental Committee is working on an Environmental Best Practices brochure.

5) V/C Abbott reported that the events and hotel reservation site for the Minneapolis Governing Board is available at www.usps.org/php/reservations_new/meetings.php?mtg_id=34.

6) The National Meetings Committee is considering national meeting sites in Phoenix, AZ and Las Vegas.

7) V/C Abbott discussed the amendment to USPS Bylaws, Section 7.3.3 that gives district commanders, working with the national executive officer, the authority to alter the operational structure of struggling squadrons to prevent and help them from dissolving. V/C Abbott will develop a list of minimum requirements and guidelines for Board review.

8) Tammy Brown joined the meeting via conference call to update the Board on marketing efforts. She reported that statistics show that Phase I campaign ads are performing well based on the click-through rates. She stated that Phase II of the advertising campaign will begin in early June and will focus on sales.
9) Tammy reported that a press release announcing the 2018 Board was sent to media outlets. Press releases are being developed to introduce America’s Boating Channel and the Learning Centers to the media.

10) Tammy reported that America’s Boating Club is hosting a Twitter Party on May 25 during the 2018 National Safe Boating Week.

11) Tammy announced a new corporate partner, Diver’s Alert Network (DAN). She noted that DAN has a new division, DAN Boater, which offers medical advice to its members on general health and travel questions, best care practices, and treatment options. She is working on a potential partnership with DAN to offer discounts to USPS members.

12) Tammy reported that she is working with R/C Scott McDonald, SN, on marketing the Learning Centers. A graphic artist was contracted to assist with developing logos and collateral. She noted that social media posts and print ads promoting the Learning Centers will begin after the sites are identified.

13) Tammy reported that Boat Live 365 was officially launched to members, boating law administrators and other boating organizations in mid-April, and media pitches were sent to magazines running ads on America’s Boating Club.

14) R/C Paul Mermelstein, SN, agreed to provide the Board details on the specific publications that are running advertising on America’s Boating Club.


16) R/C Mermelstein reported that the Marketing Committee will survey squadrons on efforts to promote America’s Boating Club.

17) R/C Mermelstein reported that America’s Boating Club has been designated the 2018 Charity of Choice for the Newport International Boat Show in Newport, RI, on September 13 – 16,
2018. The sponsor will provide free booth space, free space to teach seminars and $1,250 to help cover associated costs.

18) R/C Mermelstein reported that the Website Steering Committee has conferenced several times to identify issues associated with USPS websites. Currently, the various USPS websites include the main public site, the America’s Boating Course site, the member site, Standard Squadron Site, and others such as the BoatLive365 and the Learning Centers sites. The committee is identifying ways to bring these sites into a synergistic focus with consistent branding, appearance, messaging, and targeted content so that together they contribute to a cohesive presentation of USPS/America’s Boating Club. The committee is considering available human resources, required technical skills, costs, potential timeframes and other business principles.

19) C/C Cheney moderated a discussion on creating America’s Boating Club as a subsidiary to United States Power Squadrons.

20) P/C/C Ojeda suggested that the Educational Department be a standalone entity that would generate revenue. He noted that the entity should market worldwide and not depend on the diminishing membership market.

21) C/C Cheney asked V/C Coons to develop a business plan on creating America’s Boating Club as a subsidiary organization. He requested that V/C Abbott seek guidance from the Law Committee.

Adjourned 1415.