USPS Board of Directors  
Raleigh, N.C.  
7 – 9 May 2019

7 May 2019  
Called to order at 0900

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 Harry Hebb, SN  
V/C Lee Popham, JN  
P/C/C Louie Ojeda, SN

Guests present:  
R/C Mike Skelley, AP  
Mary Catherine Berube  
Tammy Brown  
Milton Tucker  
Ursula Hash

**Ratification of electronic votes:**

Upon motions to approve, which motions were seconded, discussed and voted upon by the Board of Directors, United States Power Squadrons, the following was approved.

1) **DAN BOATER** is the first organization for whom the new discounted USPS membership program for groups will be made available. They have requested permission for access to the USPS/ABClub membership list in order to perform a "scrub" of those persons who currently have membership in both organizations. They are not requesting any further use of the list. Upon completion of the scrub DAN Boater will destroy the list.

2) To appoint D/Lt/C Wes Koplitz, AP, as staff commander of the open position in the Basic Public Education Committee.
3) To appoint P/R/C Ken Griffing, SN, as the ANEO Administration for the Educational Department, due to the passing of R/C Dick Pfenniger, SN.

**Motions approved:**

1) To spend up to $12,000 of Endowment Fund earnings from the 5 percent allocated for BOD projects to engage Oasis Solutions, a NetSuite Distributor and Consultant, to provide consulting services on upgrading the e-commerce site platform from SightBuilder to SuiteCommerce and adding a site, creating customize financial reports, and refresher training.

2) To endorse the National Planning Committee Strategic Transition Plan Outline dated 23 Feb. 2019.

3) To spend up to $10,000 of Endowment Fund earnings from the 5 percent allocated for BOD projects to engage Sewell Creative for website consulting services.

4) To spend up to $5,000 to purchase a card printer to produce laminated membership, boating and educational cards.

5) To remove the following statement from the USPS membership application (MemCom1): *Be able and Willing to Contribute Time, Energy and Skills to the Objectives of USPS.*

6) To dissolve Port St. Lucie/8.

**Discussions:**

1) Milton Tucker updated the Board on grants. He reported the following USCG grant balances as of April 30, 2019: Training Centers for Standards Based On-Water Skill Training - $180,666.12 - open until 9/30/19; Boat Handling Simulator VI - $82,074; Boat Live 365 3.0, $31,075.33, and Engaging Hispanic Youth Part 2, $95,262.09 – open until 12/30/19.

2) Tucker reported that all required documents were submitted to the USCG to officially close DML 3.0 and BSVT V effective March 30, 2019.
3) V/C Craig Fraser, SN, reported that the older boating skills virtual trainers are being replaced with new units. The Board agreed to make the older units available for purchase by districts and squadrons for $5,000 per unit.

4) Tucker reported submitting three USCG grant proposals for 2019: America’s Boating Channel - $451,576; Boat Handling Simulator VI - $192,493, and Learning Centers Phase II - $255,425. He noted that he anticipated receiving funding decisions from the USCG in late May.

5) Tucker reported the following balances in the Educational Fund grants: Chapman Award - $367.11; Communications and Advertising - $8,971.34; Online Seminars Development - $16,600, and Advertising Phase II - $125,000.

6) Tammy Brown updated the Board on headquarters marketing. The marketing team is working with Rushton Gregory on an advertising campaign for the America’s Boating Club Learning Centers. Brown reported that a soft launch is scheduled for May with plans to begin advertising to recruit students for the Florida location.

7) Brown reported that marketing continues to support Boat Live 365, which was featured at the 2019 International Boating and Water Safety Summit in March 2019.

8) Brown reported that a video featuring P/C/C Louie Ojeda, SN, and his grandson, Sam, will be released soon to promote Hispanic initiatives. She noted receiving four or five inquiries per week for information on the Hispanic online course.

9) Brown reported sending a proposed memorandum of understanding to DAN Boater for review. She is currently working with Ursula Hash, DAN Boater program development manager, to develop a communications plan and launch the new member benefit that will include reciprocal memberships and course discounts.

10) Brown reported that Phase II advertising of America’s Boating Club will begin soon. Phase II will focus on a call to action to recruit members and promote educational courses.

11) Mary Catherine Berube reported that headquarters staff members met with a representative from Oasis Solutions on March 26, 2019 to discuss potential enhancements to the NetSuite accounting inventory and e-commerce systems. She noted that subsequently Oasis submitted a list of recommendations which were reviewed by staff. Berube recommended engaging
Oasis Solutions to provide consulting services on upgrading the e-commerce site platform from SightBuilder to SuiteCommerce and adding a site, creating customize financial reports, and refresher training.

12) Berube reported receiving information from First Citizens Bank to process automatic dues renewal payments. She noted that NetSuite has recurring billing capabilities and that she would compare the two systems and report back to the Board.

13) Berube informed the Board that she is reviewing proposals to replace the headquarters mail server and staff desktops noting that the equipment is more than six years old and that support for Windows 7 would end in January 2020.

14) V/C Lee Popham, SN, reviewed the March 31, 2019 financial statements. He noted an operating surplus of $24,463. He reported that new member dues revenue was slightly higher than budgeted and renewal dues were $17,379 below budget. Ensign revenues were down due to the loss of advertising revenue from Geico. Ship’s Store sales were below budget but were expected to improve. He noted that educational sales revenue was on target.

15) V/C Popham presented the preliminary 2020 Budget for Board review. Following discussion, V/C Popham stated that he would make the recommended changes and present a final budget for Board approval in June.

16) The national treasurer reported that total open grants awarded at June 30, 2018 was $1,836,549, of which $1,220,410 had been expended. He noted that the cash required to offset unspent grant expenses of $91,000 had been set aside in a separate account.

17) V/C Popham stated that all fundraising expenditures are paid out of the USPS Endowment Fund Inc. or out of the USPS Investment Fund.

18) V/C Popham reported soliciting proposals from three audit firms to perform the 2020 audit and that he would make a recommendation at the Louisville Governing Board to be held in September 2019.

19) R/C Mike Skelley, AP, presented the proposed outline of the Strategic Transition Plan for United States Power Squadrons, dba; America’s Boating Club, which was developed by the Planning Committee. He noted that the proposed Mission and Vision Statements are
Mission Statement
Promote watercraft skills on and off the water through member fellowship, education, and civic service.

Vision Statement
America’s Boating Club is local groups of members who enjoy sharing their passion for boating skills within their membership and with the boating public. They partner with other organizations dedicated to improving the on-water experience, while respecting the environment and laws governing waterways. ABCClub projects a pleasurable social atmosphere, combined with educational efforts.

20) R/C Skelley noted that the transition plan includes three strategies and initiatives to establish an operational structure that ensures the survivability of USPS/ABClub, assesses fiscal management, and reflects age, gender, cultural and demographic changes in the watercraft community while honoring USPS’ heritage. The full plan can be downloaded at https://www.usps.org/index.php/committees/standing/10600.

21) Ursula Hash discussed the new joint initiative between USPS/America’s Boating Club and DAN Boater. DAN Boater members will be eligible to join USPS/America’s Boating Club at an annual rate of $60 per year, which will include the Weather for Boaters and Cruise Planning online courses. They will also receive a 25 percent discount on all other USPS/ABC online course offerings and will be eligible to take any other course offered by USPS/ABC or its districts and squadrons at the same price charged USPS/ABC members. USPS/ABC members will receive a free initial DAN Boater individual membership, which shall continue until their next membership renewal date, with the option to opt out of the membership. The USPS/ABC member will have the option to continue receiving annual DAN Boater benefits for $25 per year or may choose to opt out at that time. Benefits will include a medical information line, 24/7 emergency hotline, travel health and safety guides, medical evacuation, and medical repatriation to home country.

Adjourned 1700

8 May 2019

Called to order 0830

1) C/C Cheney continued the discussion on the transition plan for USPS/ABClub. Topics discussed were eliminating rank and grade, uniforms, merit marks, and the minimum number of officers required for squadrons.
2) R/C Shirley Heald, SN, met with the Board via conference call. She shared information on Marketing Committee projects including updating the Marketing Guide, new boat show and Educational Department brochures, the Spanish language marketing campaign, input for the quarterly USCG grant reports, plans for attending the Newport Boat Show in September 2019, a new Brand Ambassador Program, USPS website marketing efforts, and a new mobile app for America’s Boating Club.

3) R/C Heald reported engaging Sewell Creative to provide concept focus and website best practices, IT documentation of creation, neutral, third party opinions, consistent continuity of message between ads and website content from a marketing perspective.

4) Yvonne Hill and Mary Catherine Berube presented a national communications plan for consideration by the BOD. The plan evaluated the cost-benefit of current print, email, social media, and other digital communications and included recommendations and opportunities for the future.

5) P/C/C Louie Ojeda, SN, discussed how to make member contact information more readily available for squadrons. He suggested initiating a PR campaign to help struggling squadrons.

6) P/C/C Ojeda suggested sending an email inviting members who live within a 200 mile radius to attend the ABConference: Louisville 2019.

7) P/C/C Ojeda reported that he would call a meeting of the USPS Endowment Fund Inc. Board to vote on a compliance company that would register for charitable solicitations in the appropriate states.

8) V/C Ben Coons, JN, reported that as of April 30, 2019 there were 24,644 active members compared to 26,359 one year ago.

9) V/C Coons reported that he would begin sending bi-monthly emails to district and squadron administrative officers to share success stories and ideas on retaining and recruiting members.
9 May 2019

Called to order 0900

1) V/C Harry Hebb, SN, reported that the Communications Committee updated the Evaluation Forms for the 2019 Distinctive Communicator Awards for both newsletters and website, which are posted at https://www.usps.org/index.php/departments/15000/15800.

2) The Information Technology Committee reported that the new public website is functioning properly. The committee continues to work on Phase 2 e-book development. A new web server has been purchased and ITCom will install it at headquarters in the near future.

3) V/C Hebb reported that the Member Services Committee is developing a strategy for locating members with addresses unknown and women’s certificate holders.

4) The Operations Manual Committee has updated Chapter of 1 of the Operations Manual and will continue to eliminate obsolete and redundant information.

5) The Ship’s Store Committee reported that traditionally branded vessel examiner shirts are being discontinued and replaced with ABC branded shirts. The committee continues to evaluate new merchandise opportunities with renewed focus on items other than apparel. The remaining dual branded merchandise will be discounted along with all traditionally branded merchandise. During the meeting in Louisville the remaining traditionally branded vessel examiner and Certified Instructor shirts will be discounted. A volume discount of at least 50 percent on purchases of three or more shirts will be offered.

6) V/C Hebb reported that R/C David Allen, SN, assistant national secretary, is continuing to send a letter of congratulations to Cyber Squadron members who transfer to local squadrons.

7) V/C Craig Fraser, SN, reported on the ABC Learning Centers. He stated that three part-time instructors had been hired and would participate in the first training to be held at Fisherman’s Cove in Tavares, Fla., on 11 – 12 May 2019. He noted that these instructors all hold USCG Captain’s Licenses. The curriculum will be the new Hands on Training for small boats.

8) V/C Fraser reported that the Boat Handling Committee is developing a blended learning delivery approach for the Boat Handling Course.
9) The national educational officer reported that P/R/C Greg Korstad, AP, is developing a marketing strategy for the Jump Start Program.

10) V/C Fraser discussed the NASBLA On-the-Water Verified Course Program. The Board agreed to submit the required data to verify the USPS on-the-water program to NASBLA by July 1, 2019 which is the deadline for free review and approval.

11) V/C Mary Paige Abbott, SN, reported that 401 Cooperative Charting reports had been submitted year to date, which included 1,300 items from 205 observers in 41 squadrons. The Cooperative Charting Committee reported an increase in Geodetic and Aid to Navigation (ATON) activities over the previous year.

12) V/C Abbott reported that the Environmental Committee is continuing the Clean & Green Initiative. The committee also reported that the California Environmental Dock Walker Program will be expanding. Plans are to possibly coordinate efforts with the Recreational Boating Safety Partner Visitation Program to maximize volunteer efforts.

13) The Marketing Committee continues to work with the IT Committee on the America’s Boating Club website. V/C Abbott reported that R/C Shirley Heald, AP, would present a proposal to the Board for additional funding for outside oversight including full documentation of work requests. She noted that some changes may be made to layout and website design with clear directions to the IT Committee on implementing the changes.

14) V/C Abbott requested that the Marketing Committee present an interactive seminar during the Louisville 2019 conference.

15) The National Meetings Committee reported that there are no pre-organized tours planned for the America’s Boating Conference: Louisville 2019 due to the abundance of self-guided opportunities and free trolley transportation. V/C Abbott reported that some changes will be made to the format of meals, including departmental luncheons. Details will be available on the website at https://www.usps.org/php/reservations_new/meetings.php?mtg_id=35.

16) V/C Abbott reported that she and R/C Vincene Aquilato, S, would make a site visit to the Sawgrass Marriott to discuss contractual obligations for 2021 and 2022.

17) V/C Abbott reported that the Public Affairs Committee developed a spreadsheet of memorandums of understanding that were assigned to vice commanders for annual review.
18) The Safety Committee reported that additional vessel safety check decals are available at headquarters. The committee is recruiting volunteers to rejuvenate the Recreational Boating Safety Partner Visitation Program. V/C Abbott noted that BoatLive365 is transitioning from developmental status to maintenance and that the responsibility of the program needs to be determined.

19) V/C Abbott reported that the following squadrons were either in the process of dissolving or considering merging: Port St. Lucie/8, Kalamazoo/9; Savannah River/26 (may merge); and Chain O Lakes/20

20) V/C Abbott reported that Deception Pass, D/16, had successfully reorganized and was operating under the *USPS Bylaws*, Section 7.3.3 waiver program. She noted that Milwaukee/10; Swamp Fox/26, Fort Wayne/29; Carolina/33 Humacao/33, and St. Thomas/33 were all in the process of reorganizing.

21) The national executive officer reported that District 12 and District 14 voted at their respective 2019 Spring Conferences to merge in 2020. A committee has been formed to work through the details.

22) V/C Abbott reported that she assigned the District 20 Resolution that would reduce the number of district conferences required from two to one per year to the Committee on Rules during the 2019 Annual Meeting. She reported receiving a District Resolution from District 20 regarding the requirement for Squadron Executive Committees to approve new members, which she assigned to the Committee on Rules who subsequently asked for clarification.

23) V/C Abbott reported that Grand Rapids/9 is considering changing its name to a broader geographical region.

24) The Board discussed the optional $35 national meetings registration fee. The Board agreed that beginning with the Louisville 2019 conference the registration fee will be required. Registrants will receive a 50 percent discount coupon for one interactive online seminar in their registration packet in Louisville.

Adjourned 1635.