June 16, 2017
Called to order at 0830

Attendees:

C/C Louie Ojeda, SN
V/C Gary Cheney, SN
V/C Craig D. Fraser, SN
V/C Mary Paige Abbott, SN
V/C Lee Popham, JN
P/C/C Robert A. Baldridge, SN

Guests present:
R/C Susan Darcy, JN
R/C Harry Hebb, SN
P/R/C David Allen, SN
Mary Catherine Berube
Tammy Brown

Motions:

1) Effective June 16, 2017 no member may transfer to unattached status. Members will have the option of transferring to cyber membership.

2) To approve the 2018 Budget.

3) To recommend that the Finance Committee request that the Governing Board approve a $2 dues increase effective 1 Dec. 2017 for the 2018 dues year.

4) To add a dues status category for active duty members of the military and their families at a rate of 50 percent of current national dues.
5) To present a Life Saving Award to P/Lt/C David J. Miller, AP, Bremerton Sail/16.

6) To award an Endowment Fund grant of $700 to Ft. Macon Sail & Power Squadron/27 to pay for wrapping a squadron trailer with graphic images promoting USPS.

7) To spend up to $3,423 of Endowment Fund earnings to pay for course materials for Sea Scouts taking advanced grade courses with Everett Sail/16.

8) To hold the 2020, 2021 and 2022 Annual Meetings at Sawgrass Marriott Golf Resort and Spa in Ponte Vedra Beach, FL, on 8 – 16 February 2020, at a room rate of $179; on 7 – 15 February 2021 at a room rate of $184, and on 6 - 14 February 2022 at a room rate of $189, and to authorize Executive Director Mary Catherine Berube to sign the contracts.

Discussions:

1) Mary Catherine Berube reported that Art Stevens, warehouse manager, would retire on June 30, 2017, after working 29 years at USPS Headquarters. She also reported that Karen Jefferson began working for USPS on April 17, 2017 as the accounting clerk.

2) Berube reported receiving five USCG grants in 2017 totaling $710,000. The first is the Training Centers for Standards-Based-On-Water Skill Training for $250,000; the second is the Year Round Safe Boating Campaign 2.0 for $200,000; the third is the Digital Media Library 3.0 Content, Methods, and Strategies for $75,000; the fourth is the Boating Skills Virtual Trainer V for $150,000, and the fifth is for Engaging Hispanic Youths in Recreational Boating Education Boating Handbook for $35,000. She stated that the USCG awarded $5.3 million in grant funding to 13 non-profit organizations in 2017.

3) Berube reported that as of 30 April 2017 the balance in the Boating Safety Virtual Trainer IV was $102,974, the Digital Media Library 2.0 balance was $76,823, and the Year Round Safe Boating Campaign 1.0 balance was $131,090.

4) P/V/C Peter W. Mitchelson, SN, joined the meeting via conference call to update the BOD on the USPS public website redesign. He reported that since mid-April final decisions were made on the site map, which will include five main sections: Membership that Fits; Community of Boaters; Education Matters; Safety Matters, and Our Commitment. Links will be provided to member login, join your local squadron, publications and resources, and the
Ship’s Store. He reported that the team is currently writing and editing content and reviewing video clips and images.

5) Tammy Brown reported that she and C/C Ojeda and Mary Catherine Berube met with the executive director of the N.C. Hispanic Chamber of Commerce to discuss a potential partnership to promote the Spanish ABC online and classroom courses.

6) Brown reported that she is working with V/C Craig Fraser, SN, to update the Boating Primer, which will be available in both print and electronic format.

7) Brown reported that she is tracking results on new members, activities and best practices for Berea/7, Sarasota/22, Tybee Light/26, and San Juan/33. The program will run from 1 June through 31 December 2017.

8) Brown reported that at the request of C/C Ojeda she will send requests for proposal to public relations firms to assist in promoting a targeted marketing campaign to introduce America’s Boating Club to members, partners and the public.

9) Brown reported that more than 20 squadrons had signed up for the FedEx partnership that includes discounts of approximately 40 percent on Welcome to the Neighborhood banners as well as other copy and print center products purchased online and in local stores.

10) R/C Harry Hebb, SN, represented the National Secretary, V/C Howard Yoas, SN, who was unable to attend. R/C Hebb reported that he is reaching out to Cyber members. He discussed the need to simplify the unattached and Cyber membership categories and dues structure.

11) R/C Hebb reported that a section on the Membership Services Committee will be added to the USPS Operations Manual.

12) R/C Hebb reported that the Information Technology Committee will create one USPS IT Help Desk to respond to all IT-related questions and requests.

13) R/C Hebb reported that the Communications Committee is looking for website advisors for districts 9, 14, 24 and 33. The committee had reviewed 649 newsletters as of 25 May 2017.
14) V/C Lee Popham, SN, reported an operating surplus versus year-to-date budget of $95,121 as of 31 May 2017. He noted that dues income was ahead of budget, educational and Ship’s Store sales are on target, and contributions and corporate membership revenue were below budget.

15) V/C Popham reported that a donor recognition breakfast will be held during the Dallas Governing Board on Thursday, 14 Sept. 2017 from 0730 to 0845. Donors will be recognized in a program book, and all attendees who have made accumulated contributions of $100 or more will receive certificates or lapel pins that recognize the levels of their cumulative contributions to USPS over the years.

16) The Board was reminded that six-month trial memberships will end effective 1 Dec. 2017. Headquarters will send out reminders to squadrons.

17) V/C Mary Paige Abbott, SN, reported an active membership of 28,668 as of 31 May 2017, with a net gain of 423 members since 1 Jan. 2017.

18) V/C Abbott reported that online dues renewal messages and renewal letters were updated effective 1 June 2017 to remind members that their dues help support many programs and initiatives that enhance recreational boating in their area.

19) V/C Abbott announced the "Summer of Membership" campaign initiated by the Membership Committee. Squadrons are invited to send their best of the summer recruitment and retention stories to membership@usps.org for a chance to win a new FedEx membership banner. Winners will be selected by attendees at the Membership Committee workshops at the Dallas Governing Board in September, and the stories and photos will be featured on the new Membership Committee website.

20) The Membership Committee reported that the number of applications received for the Member Involvement Retention Award is down. The committee will review the process with the goal of increasing participation.

21) The Membership Committee website has been updated to include information on the 2017 National Scout Jamboree.
22) V/C Abbott discussed a proposal to create a new dues category for active duty members of the military. These members will hold all membership privileges. While on active duty, national dues would be at a rate of 50 percent of current national dues for the primary member and family members. Additional details will be available at the Dallas Governing Board in September.

23) V/C Abbott reported that headquarters currently charges $10 to replace a boating card for nonmembers. The Board agreed to increase the amount charged to $20.

24) V/C Abbott reported that the Squadron Development Committee is now managing the BoatU.S. Distinguished Civic Service Award program.

25) V/C Abbott discussed the market branding and image update incorporating the use of America’s Boating Club™. She said that the intent is to provide a new approach to marketing membership, education, services, and to attract today’s boaters. She noted that the intended audience is both members and nonmembers and all types of boaters including sailors, large and small power boaters and paddlers. She discussed the images selected for the logo and tagline, which show water, movement, happiness, excitement, fun, and are informal, modern, welcoming, inclusive, and applicable to all boaters. She noted that America’s Boating Club™ will initially be used as a descriptor of United States Power Squadrons with both names in close proximity on materials and clothing items and then to later transition to using America’s Boating Club as the primary marketing terminology as warranted. With Board endorsement, the team will begin the communications process with the goal of providing media kits to districts after the Dallas Governing Board Meeting for distribution to squadrons at the Fall Conferences.

26) V/C Abbott discussed a potential partnership with Captains for Clean Water, an organization committed to protecting Florida’s estuaries and Everglades.

27) P/R/C David Allen, SN, discussed the mechanics of creating a 501(c)(3) entity to manage and protect the assets of the current Endowment and Investment funds. He also discussed the mechanisms to solicit future donations and bequests by creating a new entity that would be a nonprofit organized under North Carolina law as an IRS 509(a) (3) “brother-sister” entity sharing common parentage with USPS. The Board of Trustees would consist of seven members, one to be the most immediate P/C/C, nominated by ComNom and elected by the Governing Board. The P/C/C serves a single two-year term, and other trustees serve three-year terms and will server no more than two elected terms. He presented proposed Bylaws,
and the Board agreed to move forward with requesting that the Governing Board create the new entity.

28) V/C Craig D. Fraser, SN, reported that the Basic Public Education Committee is working with the State of California to launch its California Boating Card program. Effective January 1, 2018, a mandatory boating safety education law goes into effect. Operating any type of motorized vessel on California waterways (including powered sailboats and paddlecraft) will require passing an approved boating safety examination. V/C Fraser reported that USPS is an approved course provider. Details can be found at http://californiaboatercard.com.

29) V/C Fraser reported that the ad hoc Educational Department Steering Committee is focusing on changing the structure of future courses to skills-based learning rather than theory. The goal is to offer courses that are market centric rather than topic centric.

30) V/C Fraser reported that an updated version of Seamanship will be available by the 2018 Annual Meeting. He noted that the Piloting, Advanced Piloting, Junior Navigation and Navigations courses are also being rewritten.

31) V/C Fraser reported that DEOs and SEOs can verify the status of seminar waiver requests on the Educational Department website under SEO/DEO Tools.

32) V/C Fraser reported that the Brooklyn Power Squadron Century Club Trust Fund disbanded and donated the remaining balance of $12,665.99 to the Educational Fund. V/C Fraser noted that Brooklyn/3 will be recognized in perpetuity on the Educational Fund Honor Roll.

33) V/C Fraser reported that he met with national representatives from the USCG Auxiliary during the 2017 Annual Meeting. He reported that the Auxiliary agreed to grant reciprocity for USPS courses to USPS members who are also Auxiliarists. Details will be disseminated in the near future.

34) R/C Susan Darcy, JN, discussed succession planning.

35) P/C/C Robert A. Baldridge, SN, discussed several squadron requests for Endowment Fund grants. He noted that Endowment Fund grants are intended to benefit USPS as a whole and not a particular squadron or district; however, a squadron with an innovative idea could apply
for a grant provided the grant included a case study so that the results of the project could be shared with all squadrons.

36) V/C Gary P. Cheney, SN, reported that headquarters received 8,000 additional vessel safety check decals.

37) V/C Cheney reported that the Marketing Committee is developing the America’s Boating Club theme and logo to market USPS. The committee is also assisting in updating the Practical On-the-Water training video.

38) V/C Cheney reported that the Cooperative Charting nautical reporting system is up and running. Reports can be filed at https://www.usps.org/index.php/departments/12000/12200/nautical-reporting.

39) V/C Cheney discussed the squadron dissolution process. He noted often there are issues with transferring members from dissolved squadrons. He also noted that current procedures require district councils to approve squadron dissolution, and he recommended that district commanders be the approving officer at the district level. V/C Cheney will present updated procedures to the Board for discussion at its July conference call meeting.

40) V/C Cheney discussed potential Governing Board meeting sites including Raleigh, NC, Seattle, WA and Louisville, KY. He also discussed combining district hospitality suites at national meetings.

Adjourned 1700.
17 June 2017

Called to order at 0830

1) V/C Gary P. Cheney, SN, proposed holding the 2020, 2021, and 2022 annual meetings at the Sawgrass Marriott Golf Resort and Spa.

2) V/C Cheney reported that attendance at national meetings for the past eight years remained steady while membership dropped 26 percent.

3) V/C Cheney recommended that the Board review the USPS Bylaws and determine what is necessary to operate districts and squadrons with the goal of simplification.

4) P/C/C Robert A. Baldridge, SN, reported that the Committee on Rules will present a Bylaws amendment at the Dallas Governing Board to create District 50. He noted that District 50 will consist of squadrons not affiliated with existing districts and would be assigned to District 50 by the Governing Board. District officers will be nominated by the national Nominating Committee and approved by the Governing Board. The Board will fill vacancies in-between Governing Board meetings.

5) C/C Ojeda discussed hiring a public relations firm to help develop a communications plan and implement the official introduction of the United States Power Squadrons as America’s Boating Club.

Adjourned 1530.