United States Power Squadrons
Board of Directors
14 August 2018

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 Greg Korstad, AP
R/C Paul Mermelstein, SN
P/R/C Kay Simkins, AP
Mary Catherine Berube
Tammy Brown

**Ratification of electronic votes:**

1) To dissolve New Castle Power Squadron/11.

2) To dissolve Sable Point Sail & Power Squadron/9.

3) To dissolve Muskegon Power Squadron/9.

4) To dissolve Titusville Sail & Power Squadron/23.

5) To dissolve Muscogee Sail & Power Squadron/17.

6) In furtherance of Article 1 Section 1.4 of the *USPS Bylaws*, that the Equal Opportunity Policy and Procedures as circulated to the Board of Directors be adopted, effective immediately.

7) To adopt the 2019 Budget.
**Motion:**

1) To upgrade the IBM i-Series server at headquarters.

**Discussions:**

1) Mary Catherine Berube reported that the phone system software system and the network switch at headquarters were upgraded, and the bandwidth for internet/phone services were increased, resulting in an approximate $120 savings per month.

2) Berube reported acquiring three bids to develop an IT strategy and to select software packages. Following discussion, it was decided not to move forward with the proposals at this time. The Board agreed to replace the IBM i-Series mainframe due to support ending on the current version as of March 31, 2019.

3) Berube updated the Board on USCG grants. She noted that the official closeout date for Year Round Safe Boating Campaign 1.0 was March 31, 2018, and that remaining unspent funds would be returned to the USCG. Balances as of June 30, 2018: Digital Media Library 3.0 - $229.07; Boating Handling Simulator V - $64,247.59; Year-Round Safe Boating Campaign 2.0 - $29,104.70; Hispanic Youth Boating Manual- $20,940.34, and Training Centers for Standards Based On-the Water Skills Training - $225,819.96.

4) Berube reported balances in the USPS Educational Fund grants as of June 30, 2018: Chapman Award Sponsorship - $1,824; BoatUS Online Conversion of Educational Courses and Seminars $93,633.87; Communications and Advertising- $62,723.98. She noted that the Spanish Translation of ABC 2015 Course Materials grant was closed on July 17, 2018.

5) Berube reported that headquarters is working closely with the Ship’s Store Committee on new products with the America’s Boating Club logo.

6) Berube reported that life members had contributed approximately $14,500 to date in 2018.

7) P/C/C Robert A. Baldridge, SN, updated the Board on Boat Live 365. He reported that each squadron commander received a copy of the Playbook and the five brochures produced under the USCG grant. He noted that the Playbook is a guide on planning events, developing timelines, and writing and distributing media releases. He reported that the Boat Live 365 website can be found at boatlive365.org. The website is a resource to download brochures on
various topics including lifejackets, propeller strikes, navigation rules, and boating under the influence, materials on planning events, and tips and ideas on how to create a safe boating culture 365 days a year. P/C/C Baldridge noted that squadrons now have one place to go to find the tools, the ideas, and the resources they need. He also noted that he is working with the Law Committee on a USPS Boat Live 365 Partner Agreement to encourage other organizations to support and promote the Boat Live initiative. P/C/C Baldridge reported that the Boat Live 365 3.0 grant will expire on Dec. 30, 2019. The Board agreed to transition the maintenance and upkeep of Boat Live 365 to the Safety Committee with continued support from headquarters staff.

8) V/C Lee Popham, JN, reported that as of 30 June 2018 expenses exceeded income by $12,947. He noted that corporate sponsorship dues were behind budget but that commitments were made, and he anticipated collecting the revenue in July and August. He noted that USPS investments are keeping pace with the 5 percent distributions to the USPS operating budget.

9) V/C Popham reported that the BOD approved the 2019 budget in July and that the Finance Committee did not recommend a dues increase.

10) V/C Popham reported that as of 30 June 2018 open grants awarded totaled $1,836,549, of which $1,220,410 had been expended.

11) V/C Popham reported that he will work with headquarters to solicit proposals to perform the 2019 audit.

12) C/C Gary Cheney, SN, reported that due to budget constraints he would not assign chief commander’s representatives to attend the 2018 Fall District Conferences. He noted that he was asking for volunteers to attend as many conferences as possible at their own expense.

13) C/C Cheney reported that he asked the Committee on Rules to review the necessary changes to the USPS Bylaws to modify the structure of the Fall Governing Board meeting including eliminating the Saturday Governing Board Meeting.

14) P/C/C Ojeda reported that he is working with the Marketing Committee to develop a Hispanic marketing video.
15) P/C/C Ojeda reported that the USCG Auxiliary asked if USPS would like to change the logo on the 2019 vessel safety check decals to the America’s Boating Club logo. It was subsequently decided to retain the USPS logo for name recognition purposes.

16) V/C Howard Yoas, SN, reported that the Information Technology Committee continues to work with the Educational Department on processing eBook orders. V/C Yoas reported that ITCom was asked to create a new public website that will replace the America’s Boating Course website.

17) V/C Yoas reported that the Heritage & Protocol Committee is updating the Historian’s Manual. The Communications Committee reported reviewing 675 newsletters to date in 2018. The committee distributes “News from National” each month to squadron editors. The Ship’s Store will offer the first items with the America’s Boating Club logo only during the Minneapolis Governing Board Meeting. The committee is also working on an initiative to offer drop ship items to national committees.

18) Tammy Brown and R/C Paul Mermelstein, SN, updated the Board on the advertising campaign with Rushton Gregory. The Marketing Committee is working with the Educational Department on phase two of the advertising campaign and will offer a bundled course package including America’s Boating Course and one other course for a discounted price. Rushton Gregory is tracking ads publication by publication to measure the effectiveness and moving some ad placements around if the users are not clicking through links in the ad.

19) Brown reported that she continues to work with the Marketing Committee to support squadrons on naming convention, identity, and branding of America’s Boating Club.

20) The Marketing Committee is in the process of updating the America’s Boating Club Guidebook and Branding Manual, which can downloaded at www.usps.org/index.php/departments/12000/12400

21) R/C Mermelstein reported that USPS is the Charity of Choice for the Newport Boat Show to be held in Newport, RI, on Sept. 13 – 16, 2018. A group of USPS volunteers will staff a booth featuring a Boating Skills Virtual Trainer and local squadron instructors from districts 12 and 14 will conduct five seminar topics including Weather, AIS, Marine Radio, Radar, and Anchoring. He noted that USPS has been asked to be the Charity of Choice for the 2019 Newport Boat Show.
22) Brown reported on a partnership opportunity with DAN Boater to offer membership and course discounts to its members. DAN Boater will also offer USPS members a discounted membership rate.

23) R/C Greg Korstad, AP, led a discussion on developing a business plan to create an America’s Boating Club subsidiary while continuing the core mission of United States Power Squadrons.

24) V/C Ben Coons, JN, reported a total membership of 24,819 as of July 31, 2018 compared to 26,104 one year ago. He noted that as of August 3, 2018 there were 14,798 dues paying members.

25) V/C Coons reported that the Membership Committee is reviving the Port Captains Program noting that it is a great source of connecting USPS members on the water.

26) The national administrative officer reported that the 2018 Youth Poster Contest and MIRA awards would be presented during the Minneapolis Governing Board Meeting.

27) V/C Coons reported that Sea Tow would become a corporate sponsor during the Minneapolis Governing Board. He discussed a potential partnership with Sea Tow on loaner life jackets that would display both the America’s Boating Club and Sea Tow logos.

28) V/C Craig Fraser, SN, reported that the pilot program for the Boat Handling Course that will replace Seamanship 2016 will be released on Sept. 10, 2018. He noted that the course consists of six two-hour sessions including Rules of the Road – A Practical Approach, Confidence in Docking and Undocking – Slow Speed Maneuvering, Boating with Confidence – Handling your Boat Underway, Anchoring with Assurance – Don’t Get Carried Away, Emergencies on Board – Preparation for Handling Common Problems, and Knots and Line Handling – The Knots You Need to Know. He stated that the basic material currently covered in America’s Boating Course and Seamanship 2016, such as terminology, hull and engine types, and equipment requirements were eliminated to reduce redundancy. Additional details are available on the Boat Handling Committee’s website at www.usps.org/index.php/departments/13000/13000-educational-committees/13180/13180-new-boat-handling-pilot-program.
29) V/C Fraser reported that the Learning Center project is currently in the initiation phase including startup activities for marketing, website development, as well as site selection for the first location in Florida.

30) The national educational officer reported that web browser popups must be enabled on a PC or Mac to redeem the Seamanship 2016 Student Manual eBook from the USPS website. He also noted that the U.S. Coast Guard Navigation Rules and Regulations Handbook can be downloaded at no cost at www.navcen.uscg.gov/pdf/navRules/CG_NRHB_20180126.pdf.

31) V/C Fraser reported that the Basic Public Education Committee is updating Paddle Smart to comply with the new NASBLA standards for human propelled craft.

32) V/C Fraser reported that the Inland and Coastal Navigation Committee is completing the next generation of courses including Marine Navigation and Advanced Marine Navigation, which will replace the current Piloting and Advanced Piloting courses. Marine Navigation will be presented in six segments covering essentials of navigation on inland and coastal waters. The segments can be presented sequentially as a course with an exam or individually as stand-alone presentations. Advanced Marine Navigation will be presented in five segments including Navigating When Electronics Fail, Advanced Navigation Techniques, Navigating in Limited Visibility, Advanced Coastal Navigation, and a practice cruise.

33) V/C Mary Paige Abbott, SN, requested that the Board review the list of current memorandums of understanding to determine the appropriate department who is responsible for administering and monitoring each MOU.

34) V/C Abbott reported that she is working on cross referencing the location of USCG stations with USPS squadrons with the goal to reach out to auxiliary families.

35) V/C Abbott reported that the Cooperative Charting Committee will participate in two surveys from NOAA. The first is on the use of the Coast Pilot Book and the second is on the importance of the accuracy of the depths marked on NOAA charts. The committee reported that through August 1, 2018 148 nautical reports on 277 items were submitted by 57 members and 353 geodetic mark reports on 499 items were submitted by 52 members.

36) V/C Abbott reported that the MOU with NOAA will not be renewed due to concerns with liability issues.
37) The Environmental Committee is updating the environmental brochure to include America’s Boating Club and expand content.

38) V/C Abbott reported that the National Meetings Committee is working on the 2019 Annual Meeting to be held in Orlando, FL on February 18 – 24, 2019. She noted that EXPO will be redesigned to table top displays in the registration area to maximize visibility.

39) The Public Affairs Committee will develop a position paper for Board approval supporting H.R. Bill 4468 which directs the USCG to review the effectiveness of the USPS and USCG Auxiliary boater education. The committee is also developing a strategy on internal and external national public relations efforts.

40) V/C Abbott reported that the Public Affairs Committee is working with Sea Tow on updated memorandums of understanding. If approved, C/C Cheney will sign an updated MOU with Sea Tow International and Sea Tow Foundation during the Minneapolis Governing Board Meeting.

41) The national executive officer reported that the Safety Committee posted information on the committee’s website on the child life jacket sizing issue which can be found at www.usps.org/index.php/departments/12000/12900.

42) V/C Abbott reported that ten squadrons are in the process of dissolving. She noted that one squadron had entered into an agreement in accordance with the waiver that allows squadrons to simplify its structure and operational procedures.

Adjourned 1545.
BOD Advisors Meeting

15 August 2018

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 Lance Jensen, SN
P/C/C Robert A. Baldridge, SN
R/C Greg Korstad, AP
R/C Mike Friedman, N
R/C Ralph Bernard, AP
R/C Mike Skelley, AP
R/C Paul Mermelstein, SN
Stf/C Gary Baker, P
D/C Hector Colon, SN
Mary Catherine Berube
Tammy Brown

1) R/C Ralph Bernard, AP, reported that the Committee on Rules is encouraging squadrons to update their bylaws, working with the Planning Committee on reducing the number of national meetings per year from two to one, streamlining district resolutions, and reviewing the total number of Governing Board members.

2) R/C Greg Korstad, AP, reported that the Committee on Nominations is working on nominations for 2019. The committee is also working on updating the online resume system (SIRS).
3) Stf/C Gary Baker, P, reported a balance of $1.9 million in the Endowment Fund and $784,000 in the USPS investment fund as of 30 June 2018. He reported that the transition from Riazzi Investment to Johnson Investment Counsel was complete. The Finance Committee is looking for a new member with expertise in investments and fundraising.

4) R/C Mike Friedman, N, reported that the Law Committee provided advice and assistance to the USPS Board of Directors related to the organization of the USPS Endowment Fund Inc. and with the preparation of its application for tax-exempt status. The committee also provided advice on the new America’s Boating Club marketing program and new logo, the memorandum of understanding with NOAA, the misuse of the new America’s Boating Club trademark and logo, insurance coverage related to USPS instructors, photographer release forms, filing for state charitable solicitation, the memorandum of understanding with the Boy Scouts of America, and consulted with a squadron on the possible impact of permitting another tax-exempt nonprofit to use its facilities.

5) R/C Mike Skelley, AP, reported that the Planning Committee continues to work on squadron simplification, succession planning, a new direction for a strategic plan, and guidelines on the squadron internal review process in response to USPS Bylaws, Section 7.3.3. The committee is also reviewing the process for assigning district resolutions and developing a plan to integrate of America’s Boating Club into the organizational structure.

6) P/C/C Lance J. Jensen, SN, reported that the IT Committee continues to work on the online merit mark submission program.