USPS Board of Directors
Dallas, Texas.
12 and 13 September 2017

12 September 2017

Called to order at 0830

Attendees:

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

Guests present:

R/C Paul Mermelstein, SN
Mary Catherine Berube
Tammy Brown

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) To dissolve Rappahannock Sail/5, Hamburg/6, Bald Eagle/11, Kankakee Sail/20, Sabine/21, Lake Mohave/28, Marion/29, and St. Helens Sail/32.

2) To spend up to $20,000 of Endowment Fund earnings to purchase IT hardware and software upgrades.
3) To request that the Committee on Rules amend the *USPS Bylaws* authorizing a second staff commander for the Finance Committee, to be effective at the 2018 Annual Meeting.

**Motions:**

1) To authorize Mary Catherine Berube to sign a contract to repave the parking lot at headquarters at a cost of approximately $27,000.

2) To spend up to $35,000 of Endowment Fund earnings to support a communications and outreach initiative.

3) To authorize Mary Catherine Berube to sign a contract with Rushton Gregory to build a comprehensive platform focusing on marketing and communications for internal audiences and to introduce America’s Boating Club to external audiences.

4) To request that, if the Governing Board rejects the D/15 Inactive Squadron resolution, the Rules Committee evaluate the Planning Committee's "Notwithstanding" recommendation and to consider bylaws changes for action at the next national meeting.

5) To hold the 2019 Governing Board from 8 through 16 September 2019 at the Galt House, Louisville, KY, at a room rate of $169.

**Discussions:**

1) Mary Catherine Berube updated the Board on grants. She reported that three USCG grants were officially closed in July 2017: Practical On-the-Water Training Rollout Phase III; Spanish ABC Classroom, and Spanish ABC Online. The Boating Safety Virtual Trainer Grant III was officially closed in September 2017. As of 31 August 2017, the balance in the Boating Safety Virtual Trainer IV was $45,379.41, the Digital Media Library 2.0 balance was $1,790.13, and the Year Round Safe Boating Campaign 1.0 balance was $54,907.19.

2) Berube reported balances in the USPS Educational Fund grants as of 31 August 2017: Chapman Award Sponsorship - $3,386.20, BoatUS Online Conversion of Educational Courses and Seminars - $179,100, Communications and Advertising- $177,500, and Spanish Translation of ABC 2015 Course Materials - $50,000.

3) Berube reviewed three bids for repaving and striping the headquarters parking lot.
4) Berube reported that the new USPS public website was officially launched on 12 September. She noted that all members received an email inviting them to visit BeyondBoating.org. She noted that Beyond Boating reflects the USPS brand promise - Membership That Delivers Beyond Boating.

5) V/C Mary Paige Abbott, SN, reported that the Member Benefits Committee updated the Member Benefits Brochure. They can be ordered from headquarters in packets of 50, at no cost, plus shipping. The brochure can also be downloaded at www.usps.org/index.php/departments/14000/14900/tools.

6) V/C Abbott reported that USPS members attended the 2017 National Boy Scout Jamboree where they provided more than 40,000 Scouts and 300,000 visitors an introduction to safe boating skills and techniques. A blog and photos are available at https://www.usps.org/index.php/departments/14000/14500/14500-boy-scouts-sea-scouts. The Membership Committee is also working with the Sea Scouts to update the current memorandum of understanding.

7) V/C Abbott reported that she will meet with representatives from districts 8, 22 and 23 to discuss a joint effort with Captains for Clean Water on holding clean water conservation events across Florida on Feb. 2, 2018. The goal is to develop a national program in 2019.

8) R/C Paul Mermelstein, SN, and Tammy Brown discussed the process of transitioning the USPS brand and incorporating America’s Boating Club. R/C Mermelstein stated that initially both the United States Power Squadrons America’s Boating Club logos will be dual-branded on Ship’s Store products, marketing materials, publications, and educational materials. He showed several examples of dual-branding on clothing, posters, and letterhead.

9) Tammy Brown reported receiving proposals from three marketing firms to assist in introducing and marketing America’s Boating Club to members and external audiences. She noted that Rushton Gregory Communications had extensive experience in the marine/boating industry and that their proposal includes a detailed communications, marketing and media plan for America’s Boating Club.

10) V/C Craig Fraser, SN, reported that America’s Boating Course was due for NASBLA re-approval in 2018. He stated that the Basic Public Education Committee would begin the re-approval process in fall 2017.
11) V/C Fraser reported that 79 percent of online course sales in 2017 were to non-members with an average age of 56 – 65.

12) V/C Fraser reported that the Boat Operator Certification Committee was rebranding the Practical-On-The-Water program to the Hands-on Training program with courses in Basic Powerboat and Large Powerboat.

13) V/C Fraser reported that the Educational Department will offer six webinars during the next year. The Oceanography: Ocean Currents & Computer Navigation Webinar, which is a study of ocean currents and how they affect navigation, will be offered on November 14, 2017 from 8-10 p.m.

14) V/C Fraser reported that the Jump Start for New Boaters on-the-water program was completed. He noted that the program is designed to provide hands-on experience tailored for the specific needs of the new boater. Details are available at www.usps.org/index.php/departments/13000/13700-on-the-water-training-certification/2017-05-08-01-34-35/13700-jump-start-program.

15) V/C Fraser reported that online courses taught through the University of West Florida are now listed at www.usps.org/edonline. Online seminars currently offered through UWF include Seamanship, Piloting, Trailering your Boat, and Weather.

16) V/C Fraser reported that the Introduction to Navigation seminar supersedes the Basic Coastal Navigation seminar and focuses on navigation practices in use by recreational boaters, starting with basics for charting then expanding to GPS and electronic navigation using OpenCPN.

17) V/C Howard Yoas, SN, reported that the Heritage and Protocol Committee was assisting squadrons with filing electronic Historian’s Reports.

18) The Information Technology Committee reported working with the Educational Department on E-books, building a virtual server to host the USPS public website, supporting districts and squadrons on issues with the online merit mark system and DB2000, and updating hardware.

19) V/C Yoas reported that the Communications Committee would give presentations on district and squadron websites and publications during the Dallas Governing Board Meeting.
20) The Membership Services Committee reported developing a network of Membership Services Representatives to assist districts. They are also assisting squadrons with online membership applications.

21) V/C Lee Popham, JN, reported an operating surplus of $76,379 as of 31 July 2017. He noted that new member dues and member renewal dues were slightly ahead of budget as well as The Ensign advertising income. Ship’s Store sales, contributions, marketing and corporate member dues were below budget. Educational sales gross profit was ahead of budget.

22) V/C Popham reported that a donor recognition breakfast would be held during the Dallas Governing Board Meeting. He noted that donors in attendance would receive a donor recognition lapel pin signifying cumulative donations to USPS at several levels of giving.

23) V/C Popham stated that he would present a motion recommending that the Governing Board establish a nonprofit corporation, the United States Power Squadrons Endowment Fund, Inc. This entity will solicit, manage, and protect funds donated for the chartered purposes of USPS.

24) V/C Gary P. Cheney, SN, reported that the Public Affairs Committee was focusing on public policy relationships, relationship management, publicity, advocacy, and positioning in the boating community.

25) V/C Cheney reported that the National Meetings Committee was considering national meeting sites for the 2020 Governing Board Meeting in Seattle, Phoenix, and Las Vegas.

26) V/C Cheney reported that the Environmental Committee continues to provide information to encourage boaters to be good stewards of the water.

27) The Marketing Committee reported that promotional videos are available at www.usps.org/index.php/departments/12000/12400.

28) The Safety Committee reported that 23,357 vessel safety checks had been performed to date in 2017. The VSC decal awareness program is being revised to include the America’s Boating Club logo on signage, handouts and business cards.

29) The Cooperative Charting Committee reported that the number of Cooperative Charting and Geodetic reports filed is down in 2017 due to changes in reporting requirements.
30) V/C Cheney reported that eight squadrons were dissolved since the 2017 Annual Meeting: Rappahannock/5; Hamburg/6; Bald Eagle/11; Kankakee/20; Sabine/21; Lake Mohave/28; Marion/29, and St. Helens/32.

31) V/C Cheney reported that he would assign a resolution from District 2 to the Chief’s Advisory Committee. The resolution calls for members with 40 merit marks and who have served as either a squadron or district commander to be general members of the Governing Board.

32) P/C/C Robert A. Baldridge, SN, updated the Board on Boat Live 365. He presented a playbook of templates and guidelines on planning and executing an event and brochures that cover the eight areas of interest suggested by the USCG including Life Jackets, Propeller Strikes, Alcohol and Reporting Boating Accidents, Cold Water Immersion, and Boat Operator/Lookout/Safety Training.

33) C/C Louie Ojeda, SN, reported that he planned to have a national representative attend the 2017 Fall District Conferences.

34) C/C Ojeda reported that he attended the 2017 NACON in Orlando, FL, from August 24 – 27.

Adjourned 1615
BOD Advisors Meeting

13 September 2017

Called to order 0900

Attendees:

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

Guests present:
P/C/C Les Johnson, SN
P/C/C Lance Jensen, SN
P/C/C Creighton A. Maynard, SN
P/C/C Frank A. Dvorak, SN
P/V/C Peter Mitchelson, SN
R/C Mike Friedman, N
R/C Ralph Bernard, AP
R/C Mike Skelley, AP
R/C Ben Coons, JN
P/V/C Peter Mitchelson, SN
R/C Paul Mermelstein, SN
P/R/C Nigel Hargreaves, SN
D/C Ann Frenz, SN

Keith Christopher, national director, Boy Scouts of America
Chris Edmonston, president, BoatUS Foundation
Robert Pepin, PA, chief commander, Canadian Power and Sail Squadrons
Mary Catherine Berube
Tammy Brown
1) R/C Ralph A. Bernard, AP, reported that he would present three amendments to the USPS Bylaws to the Governing Board. The first would allow districts to decide whether or not to have a district council, the second would reduce the number of voting members required to meet a quorum at national meetings, and the third would re-establish District 50 for squadrons not affiliated with existing districts because of distance or other such necessity.

2) R/C Mike Skelley, JN, reported on the District 15 Resolution calling for an alternate squadron classification of Inactive Squadron. He stated that although the Planning Committee agreed with the resolution on many levels adding another classification of squadron required new or additional bylaws and was contradictory to the long term desires of membership the organizational plan. He noted that in an attempt to help failing squadrons, the specific requirements included in the addendum to the resolution, limited the authority to react locally and in the best interests of the members, squadron, and district. R/C Skelley stated that the Planning Committee, with the support of the Board, would recommend that the resolution be defeated.

3) R/C Ben Coons, JN, reported that as of 31 July 2017, the total value in the Endowment Fund was $1,950,177 compared to $1,841,473 one year ago.

4) R/C Coons reported that he would ask the Governing Board to approve a $2 dues increase for single members and a $3 increase for family units effective 1 Dec. 2017.

5) R/C Michael Friedman, N, reported that since the 2017 Annual Meeting the Law Committee provided advice and assistance on forming a new charitable foundation and on filing the IRS Form 990, developed a revised alcoholic beverages policy for national, district, and squadron events; addressed trademark issues related to America’s Boating Club, consulted on issues related to deductibles under the existing insurance coverage for on-the-water instruction, reviewed hotel contracts, provided language for the USPS website on legal statements and the privacy policy, reviewed business contracts, proposals and agreements, provided language in connection with charitable solicitation registration in North Carolina, and intervened with TechSoup to correct an incorrect reclassification of USPS and its districts and squadrons to continue providing discounted software and products.

6) D/C Ann Frenz, SN, reported that some districts are opposed to the $2 dues increase due to the potential negative effect on membership. They also recommended that national continue to cut expenses and questioned providing printed copies of The Ensign when a digital version
is available. Districts are reporting an improvement in communications from national. Filling bridge officer positions at both the district and squadron level remains a concern. There is concern over squadrons competing with online courses. Districts reported having problems with DB2000 and the HQ800 system. Advertising support at the national level is also a concern.

7) P/R/C Greg Korstad, AP, gave a presentation on the Minneapolis Governing Board, “Find Your True North.”

8) Chris Edmonston stated that BoatUS nearly doubled the number of boats insured in the past two years. He noted receiving about 600 claims from Hurricane Harvey and about 1,000 claims from Hurricane Irma to date. He attended a recent NASBLA conference noting that new course standards are being developed. Edmonston reported that a recent NMMA study showed that more than 1 million boaters participated in recreational boating in 2016 noting the continued need for boating education and on-the-water training. He reported that Boat/USPS online sales were slow, with approximately 2,000 sales last year.

9) Keith Christopher thanked USPS and its volunteers for participating in the 2017 National Scout Jamboree. He encouraged squadrons to continue working with the Sea Scouts noting that approximately 70 new Sea Scout Ships were under development.

10) Tammy Brown and R/C Paul Mermelstein, SN, gave a presentation on transitioning to America’s Boating Club and dual-branding. Lt/C Megan Humphrey, JN, Kingsway Power Squadron showed three promotional videos on America’s Boating Course, which can be downloaded at https://drive.google.com/drive/folders/0B0Qp5GR7HLOOFhUTUVNbkV0Wnc.

11) C/C Robert Pepin reported that CPS-ECP yearly financial results ending June 30, 2017 showed a surplus of $88,000 Canadian due to continued control of expenses. He stated that while revenue from course sales and membership dues declined, sales of the Maritime Radio Course increased as a result of the requirement to hold a Pleasure Craft Operator Card in Canada. He reported that demand for boating education has changed dramatically over time and that CPS-ECP is changing its focus to online courses and developing course modules, specifically the former Boating Course. He reported a membership of 17,145 as of 1 Sept. 2017, approximately 700 less than one year ago. C/C Pepin reported new IT systems would be introduced during the CPS-ECP National Conference to be held from 24 - 29 Oct. 2017.
12) P/V/C Peter W. Mitchelson, SN, presented the new USPS public website, beyondboating.org.

13) P/C/C Robert Baldridge, SN, gave a presentation on Boat Live 365, a program designed to offer year-round safe boating events. He reported that five squadrons are participating in a pilot test ending 30 Sept. 2017.

Adjourned 1540.