USPS Board of Directors
Raleigh, N.C.
27 November – 29 November

27 November 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 Harry Hebb, SN
Mary Catherine Berube
Tammy Brown
Milton Tucker

**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 waive the requirement for District 26 to hold a Spring District Conference in 2019.

Upon motions to approve, which motions were seconded, discussed and voted upon by the Board of Directors, United States Power Squadrons, the following was not approved.

1) To purchase co-branded life jackets with the America’s Boating Club logo and the Sea Tow logo using Endowment Fund earnings.
Motions:

1) To allocate $70,100 of Endowment Fund earnings for Phase II of a marketing communications plan.

2) To contribute 2 percent of annual salary of qualified headquarters employees to the USPS Employee Retirement Plan for fiscal year 2018.

3) To dissolve the following squadrons: Cleveland/7, Kanawha River/7, Tip of the Mitt/9, Montgomery/17, and New River/27.

4) To change the name of the Electro-Mechanical Systems Committee to the Boat Systems Committee.

5) To appoint StfC Charles Tremaine, SN, as the interim rear commander of the Boat Systems Committee until the 2019 Annual Meeting.

6) To end the national Youth Poster Contest in 2020 noting that districts are encouraged to continue local programs.

Discussions:

1) Mary Catherine Berube reported that she recommended replacing the current IBM i-Series mainframe with an IBM Power System S914 due to support ending on March 31, 2019. The Board accepted the recommendation.

2) Milton Tucker updated the Board on grants. He reported that during FY2018 USPS managed ten USCG grants totaling $1.12 million. This total includes three new grants awarded in 2018 totaling $455,000. He noted that approximately $431,000 had been spent on project related expenses through Nov. 30, 2018.

3) Milton reported receiving the 2019 Notice of Funding Opportunity from the USCG noting that grant proposals are due by Jan. 30, 2019.

4) Tammy Brown updated the Board on headquarters marketing. She is working with the marketing team on phase 2 of the advertising and communications plan for America’s
Boating Club which will include an offer to join USPS with a bundled course package including America’s Boating Course and one other course for a discounted price.

5) Brown reported working on communications and advertising efforts the America’s Boating Club Learning Center, Hispanic Outreach, and Boat Live 365 grants.

6) Brown is also working with the Marketing and Membership committees on improving member benefits and developing corporate sponsorships.

7) Brown is working with the Committee on Rules to develop a memorandum of understanding with DAN Boater that will include reciprocal memberships and course discounts.

8) Brown is working with the Ship’s Store Committee on identifying new Ship’s Store products that will be rolled out at the 2019 Annual Meeting.

9) Brown reported that two new brochures promoting America’s Boating Club and educational course offerings will be available soon.

10) Brown reported that she is participating in the 2019 Spring Aboard Campaign, an initiative to include enhanced virtual presence, broader partnerships and recognition of courses that meet national standards. The campaign also promotes participation of states and stakeholders in the National Safe Boating Council’s North American Safe Boating Campaign.

11) R/C Harry Hebb, SN, presented the report of the National Secretary’s Department. The Publications Committee reviewed more than 300 websites and 850 squadron and district newsletters in 2018. The Information Technology Committee launched the new public website in early November 2018. The Website Steering Committee is working on branding and functionality. The Membership Services Committee is reconnecting with Women Certificate Holders and training team members to help members transition from one Squadron to another, especially when a squadron is dissolving or a member wants to transfer from the Cyber Squadron. The Operations Manual Committee updated sections in the USPS Operations Manual on merit marks, copyright assignments and the Ship’s Store. The Ship’s Store Committee reported that dual-branded merchandise will be discounted at the 2019 Annual Meeting.

12) Following discussion and BOD approval, R/C Hebb stated that he would update the message that a Cyber member receives upon requesting a transfer to a local squadron to read “The
member has been asked to confirm or cancel the transfer. If the member does not respond within 7 days, the transfer request will be processed automatically.”

13) V/C Lee Popham, JN, reported on the USPS insurance renewal effective Dec 1, 2018. He noted that the premium was a $2,500 increase over 2018. The Board accepted the renewal.

14) V/C Popham reported that as of 31 Oct. 2018 expenses exceeded income by $28,050. He noted that new member dues totaled $95,837 and would exceed the annual budget for the year while he anticipated that renewal dues income would be $55,000 less than budgeted. He reported that he anticipated that Ship’s Store revenue would show a loss in 2018 due to reducing the selling price of older items. He noted that Educational sales would be approximately $90,000 less than anticipated at year-end.

15) V/C Popham discussed several potential costs savings for 2019 including reduced national meeting and communications costs. Following discussion, C/C Cheney asked headquarters to develop a plan on improving communications and transitioning The Ensign from print to digital for presentation to the Board at its May 2019 meeting.

16) C/C Cheney asked the vice commanders to set two-to-three objectives for each committee in 2019. He noted that committee objectives should be consistent with the USPS Strategic Plan and objectives for America’s Boating Club.

17) V/C Mary Paige Abbott, SN, discussed two life-saving award nominations from Great South Bay/3 and Grand Rapids/9.

18) V/C Abbott reported that R/C Shirley Heald, AP, would host a session on America’s Boating Club during the 2019 Annual Meeting in Orlando on Wed., Feb. 23, 2019. Topics will include branding, marketing strategies, creating and updating communications with members and the public.
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2) Capt. Johnson participated in discussions on current USCG grants that have been awarded to USPS.

3) Mr. Oborski reported on the 2019 USCG National Nonprofit Organization Grant Program, noting that $5,326,094 in funding was available. He discussed significant changes in the program requiring the inclusion of performance metrics and the addition of multi-year awards. He reported that enhanced support will include budget assistance and online technical assistance. Mr. Oborski stated that only nongovernmental organizations with 501 (c) (3) tax exempt status are eligible for grant funding. Grant projects must provide recreational boating safety services that are national in scope and must provide a public service.

4) V/C Fraser, SN, reported on several Educational Department initiatives, including the recent NASBLA recertification and approval of America’s Boating Course 3, modular course development and instruction, results on the current Beta test of the Boating Handling Course, incorporating blended learning into course curriculum, webinars, seminars, America’s Boating Channel, and the America’s Boating Club Learning Centers.

5) V/C Fraser reported that the name of Advanced Grades courses are being changed to be more descriptive of the course and contents as follows:

<table>
<thead>
<tr>
<th>Current Name</th>
<th>New Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seamanship</td>
<td>Boat Handling</td>
</tr>
<tr>
<td>Piloting</td>
<td>Marine Navigation</td>
</tr>
<tr>
<td>Advanced Piloting</td>
<td>Advanced Marine Navigation</td>
</tr>
<tr>
<td>Junior Navigation</td>
<td>Offshore Navigation</td>
</tr>
<tr>
<td>Navigation</td>
<td>Celestial Navigation</td>
</tr>
</tbody>
</table>
6) The national educational officer explained that blended learning includes both online and classroom instruction. Students will receive a course book, narrated videos that can be viewed at any time, and weekly conference calls to reinforce the materials. Blended learning will allow students to learn at their own pace and when they have time available.

Adjourned 1530.

29 November 2018

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1) V/C Mary Paige Abbott, SN, reported that she attended the District 29 Fall Conference and met with members from the Ft. Wayne Sail & Power Squadron/29, who were considering dissolving the squadron. She reported that following discussion, the members agreed to participate in the waiver process under USPS Bylaws, Section 7.3.3, and to participate in a beta program forming America’s Boating Club NE Indiana.

2) V/C Craig Fraser, SN, led a discussion on a proposal from Sea Tow Foundation to partner on a 2019 USCG grant.

3) V/C Ben Coons, JN, reported that as of Oct. 31, 2018 there were 24,880 members compared to 26,836 one year ago. Nonrenewals for the year were 3,351 compared to 3,676 one year ago. Based on statistics, he anticipated a loss of around 1,847 active members and a loss of around 1,326 primary dues paying members in 2019 and possibly the following year.

4) V/C Coons reported that the Administrative Department is developing a departmental strategic plan.

5) V/C Coons reported that the Membership Committee is reviewing all member benefits with the goal of offering ten quality benefits that are not available through other sources.

6) The national administrative officer reported that the Membership Committee is working with the Information Technology Committee to update the Port Captains listing on the committee’s website. He noted that a seminar on Port Captains will be held during the 2019 Annual Meeting.
7) V/C Coons reported that the National Meetings Committee is looking for an on-the-water activity to be held in conjunction with the 2019 Governing Board Meeting in Louisville.

8) The Board discussed the $30,000 attrition loss from the Minneapolis Marriot Hotel due to lower hotel room nights than anticipated. They discussed the hotel contract for the Galt House in Louisville and requested Mary Catherine Berube to contact the hotel to execute the attrition clause to reduce the room night commitment.

9) P/C/C Louie Ojeda, SN, reported that the Endowment Fund Inc. Board of Directors would meet during the 2019 Annual Meeting.

10) R/C Greg Korstad, AP, reported on succession planning for national officers. He also reported that the SIRS (online resume system) has been redesigned and new features have been added. To enter or update a resume go to


Adjourned 1550.