USPS Board of Directors
Raleigh, N.C.
30 November – 2 December 2017

30 November 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 Howard Yoas, SN
V/C Lee Popham, JN
P/C/C Robert A. Baldridge, SN

Guests present:
R/C Susan Darcy, JN
R/C Ben Coons, JN
R/C Paul Mermelstein, SN
P/R/C David Allen, 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 Albemarle Power Squadron/27.

**Motions:**

1) To form a Website Steering Committee directed by the Marketing Committee.
2) To offer 1,000 classroom America’s Boating Courses free to all military members for courses taught from 1 January 2018 to 30 June 2018. Funding to be sought through the USPS Educational Fund.

3) To spend up to $2,000 of USPS Endowment Fund Inc., earnings to print and distribute 33,000 vessel safety check business cards.

4) To contribute 2 percent of annual salary of qualified headquarters employees to the USPS Employee Retirement Plan for fiscal year 2017.

5) To give bonuses to headquarters staff in 2017.

6) To amend the USPS Travel Policy.

7) To present 2018 Honorary Members to the following:

   Charles Beall     Tom Hayward
   Huw Bower        Jake Hill
   Larry Bowling    Rob Kolb
   Brett Conley     Matt Kroll
   James Crocker    Kirk La
   Sam Debow        Mary Larsen
   Pam Dillon       Steve Prime
   Chris Edmonston  Bert Rogers
   David Fuller     Kristen Schuchardt
   NanEllen Fuller  Christopher Stec
   William Griswold Michael Wesolowski
   Tom Guess        Charles Wurster

Discussions:

1) Mary Catherine Berube updated the Board on USCG grants. She noted that the Boating Safety Virtual Trainer IV grant was extended through 31 Dec. 2017, and the balance as of 31 Oct. 2017 was $22,018. The Year Round Safe Boating Campaign 1.0 grant was also extended through 31 Dec. 2017, and the balance as of 31 Oct. 2017 was $30,599. As of 31
Oct. 2017, the balance in the Year Round Safe Boating Campaign 2.0 was $171,291; DML 3.0 was $54,776, BSVT V was $148,136, and Hispanic Youth Boating Manual was $35,000.

2) Berube reported balances in the USPS Educational Fund grants as of 31 October 2017: Chapman Award Sponsorship - $3,386.20; BoatUS Online Conversion of Educational Courses and Seminars - $104,534; Communications and Advertising- $131,016, and Spanish Translation of ABC 2015 Course Materials - $33,390.

3) Berube reported that since launching the new USPS public website on September 8, 2017, domain authorizing has moved from zero to 30 and is steadily increasing. Through 31 Oct. 2017, the number of users has increased by 21.25 percent to 5,400 users monthly, 1,200 weekly and 200 daily.

4) Berube discussed the need to upgrade headquarters IT systems. She noted that IBM support of the operating system for the IBM i-Series mainframe will discontinue in April 2019. The Board agreed to establish a team to review the current work processes and perform a needs assessment. The team will meet at headquarters on January 16, 2018 to begin the process.

5) Tammy Brown reported that USPS signed a contract with Rushton Gregory Communications in November 2017 to develop a comprehensive platform focusing on marketing and communications for internal audiences and to introduce America’s Boating Club to external audiences. Brown reported that Rushton Gregory distributed a press release and editorial survey on November 14, 2017 to 3,000 editors from 750 media outlets announcing the partnership. Next steps include developing both digital and print ads.

6) R/C Paul Mermelstein, SN, reported that the Marketing Committee completed the America’s Boating Club® Guidebook. The purpose of the Guidebook is to help squadrons, districts, and national committees understand the background, philosophy, and strategy for marketing United States Power Squadrons. He noted that future advertising and promotions will focus on the America’s Boating Club concept, brand, and market image. To connect these new concepts, there will be a transition period using both logos and the words America’s Boating Club along with United States Power Squadrons. The Guidebook contains information on how to market membership and education, use the new logo and tagline, and understand specifics on rebranding our organization as America’s Boating Club with links to PowerPoint presentations, videos, templates, samples, and other information. R/C Mermelstein noted that the Guidebook is a living document and will be updated from time to time as more
information becomes available and as we go through the transition period. The Guidebook can be downloaded at http://www.usps.org/national/marketing/ABClub/America's Boating Club Guidebook.pdf.

7) V/C Mary Paige Abbott, SN, reported in during October 2017 the number of new members decreased and nonrenewals decreased slightly compared to the same period last year.

8) The Membership Committee developed a brochure with an easy-to-comprehend matrix to explain the USPS course offerings that meet the requirements for BSA/Sea Scout badge and leadership requirements. The matrix can be downloaded at https://seascout.org/download/usps-sea-scout-advancement-matrix/?wpdmdl=490.

9) The Membership Committee will present District and Squadron Growth Awards during the 2018 Annual Meeting in Orlando. Winners are selected based on new member and retention percentages from 1 January through 31 December.

10) V/C Abbott reported that in 2018 the Youth Poster Contest will move from a calendar year-based program to a school year-based program. Entries will be judged at Governing Board meetings. The next award will be judged at the 2019 Governing Board Meeting in Louisville, KY. The theme for the 2019 contest will be announced at the 2018 Annual Meeting.

11) The Squadron Development Committee is assisting squadrons that are considering dissolving. The committee will present the 2017 BoatUS Civic Service Award and the 2017 Leadership Development Award during the 2018 Annual Meeting.

12) V/C Abbott discussed a program to encourage active duty members of the military to join USPS. Following the discussion, the Board agreed to offer 1,000 classroom boating courses taught by squadrons free to all military members for courses taught from 1 January 2018 to 30 June 2018. Squadrons are encouraged to participate in this pilot program and are asked to record their recruiting results.

13) V/C Abbott discussed the importance of coordinating all USPS communications from headquarters, national, districts and squadrons with the advent of America’s Boating Club.

14) R/C Paul Mermelstein discussed the multiple websites associated with USPS noting that all need to support marketing efforts for America’s Boating Club. Following discussion, the
Board agreed to appoint a steering committee to oversee marketing efforts for USPS websites, which will be coordinated by R/C Mermelstein and the Marketing Committee.

15) V/C Abbott discussed automatic dues renewals to allow members to pay for multiple years dues. This option will be one of the software updates that will be supported in the upgraded HQ IT systems.

16) V/C Abbott reported that a joint program highlighting the destruction of the local estuary from fresh water releases will be conducted with the squadrons of Lee County, Florida and Captains for Clean Water. The goal is to expand the partnership to all squadrons in Florida and encourage other districts to partner with marine conservation entities.

17) V/C Howard Yoas, SN, reported that the Heritage & Protocol Committee approved a squadron burgee for the Dreher Shoals Sail and Power Squadron/26.

18) The Communications Committee reported that the 2017 website newsletter entries closed on November 15, 2017. The website evaluation forms will be updated in 2018 to include America’s Boating Club.

19) V/C Craig Fraser, SN, discussed the online seminar sales revenue sharing program with squadrons. He reported that from 2014 through 2017 online seminar sales revenue totaled $22,522.42. Divided equally among squadrons the amount due to each squadron is $18 which will be posted to each squadron’s account in 2018. He noted that the revenue sharing program will not be continued due to low volume in online seminar sales.

20) V/C Fraser reviewed the Jump Start Program, noting that the program is available to everyone and does not require a certified instructor.

21) The national educational officer reported that 176 students took the Oceanography: Ocean Currents & Computer Navigation Webinar that was presented on November 14, 2017. He noted that six webinars will be offered in 2018, including one on facilitating the HQ800 system.

22) V/C Fraser reported that the 2017 winter issue of The Ensign magazine will feature an article on the future of USPS education.
23) V/C Fraser reported that 46 students had purchased the AIS Electronics for Boater online seminar at an introductory rate of $15 since it was launched in early November.

24) V/C Fraser reported that the Educational Department is developing an online ED-80 to submit district and squadron educational officers for approval.

25) The national educational officer reported that some squadrons had developed their own seminars. He noted that the Educational Department will coordinate with these squadrons to potentially blend squadron seminars with national seminars.

26) V/C Fraser reported that 18 districts submitted entries for the 2017 Chapman Award. The Educational Department will survey districts and squadrons on how to improve the process with the goal of all districts submitting an entry.

27) V/C Fraser reported that the Patapsco River Power Squadron donated $42,000 to the USPS Educational Fund.

28) V/C Fraser that the ABC instructor PowerPoint slides and DVD are being translated into Spanish thanks to a $50,000 grant from the USPS Educational Fund.

29) The Boat Operator Certification Committee reported that the Practical On-The-Water Training Program will be renamed to Hands-On Training: Basic Powerboat to more accurately describe the course and includes an updated student guide covering the essential skills taught in the programs for powerboats under 26 feet.

30) The Publishing Committee will update the Educational Department Manuals, the USPS online glossary and the exam grading system at headquarters.

31) V/C Fraser reported that 1,271 America’s Boating Course online, three Spanish America’s Boating Courses online, and approximately 2,000 Spanish America’s Boating Course student manuals had been sold year to date.

32) V/C Gary P. Cheney, SN, discussed a request from the Safety Committee for funding to produce and distribute 35,000 vessel examiner business cards to promote America’s Boating Club. The committee reported that 27,118 vessel safety checks were completed in 2017 compared to 27,557 in 2016.
33) V/C Cheney reported that the Public Affairs Committee is working on a new memorandum of understanding with NOAA. The committee is also reviewing an updated agreement with the U.S. Army Corps of Engineers.

34) The Environmental Committee will write a series of articles to be published in The Ensign.

35) V/C Cheney reported that the 2018 Annual Meeting in Orlando will feature a meeting for squadron commanders and executive officers on Thursday afternoon from 2 to 4 p.m. The format will be round-table discussion/forum to share problems, solutions, what works and what doesn’t in individual squadrons.

36) V/C Cheney discussed chief commander’s representatives attending district conferences. The Board agreed to send a representative to both the spring and fall district conferences in 2018.

37) P/C/C Robert A. Baldridge, SN, updated the Board on the Year Round Safe Boating Campaign grants. Five test squadrons had either completed their first event or will by the end of the year. Five 4 x 9 handouts had were complete, and the Playbook was under review. P/C/C Baldridge will recruit members to assist with maintenance on the website beginning in 2019. The team created a BoatLive 365 partnership logo to be used by recreational boating advocates who are communicating to a variety of recreational boaters seeking awareness and education on boating safety.

38) P/C/C Baldridge reported that he would meet with the C/C Advisory Council in mid-December to discuss the District 2 Resolution that 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.

39) R/C Ben Coons, JN, reported that Door County/10 received a grant from the USPS Educational Fund to purchase a virtual trainer that will be displayed at the Door County Maritime Museum.

40) R/C Susan Darcy, JN, reported that the Committee on Nominations was accepting resumes for trustees of the Endowment Fund Inc.

Adjourned 1700.
1 December 2017

Called to order at 0830.

1) V/C Lee Popham, JN, discussed the USPS insurance package due to renew on December 1, 2017. He noted that members who serve as bartenders at national, district and squadron events are not covered under the USPS policy unless they are TIPS Trained and are added onto the policy via endorsement.

2) V/C Popham reported that as of 31 Oct. 2017 revenues exceeded expenses by $91,702. 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 and Ship’ Store sales were under budget by approximately $235,000.

3) V/C Popham reported that the Budget Committee would begin developing the 2019 Budget and were planning to present a preliminary during the 2018 Annual Meeting.

4) V/C Popham reported that he would host a Treasurer’s Workshop during the 2018 Annual Meeting on Friday, Feb. 23, for district and squadron treasurers. The workshop will cover instructions for filing IRS Form 990N online; instructions on how to regain tax exempt status; keeping a chart of accounts on QuickBooks; preparing QuickBooks income statement, balance sheet, and budget templates; how to use the online dues reporting system; and other items.

5) V/C Popham is working with the Ship’s Store Committee on a beta test that would bypass shipping from headquarters.

6) C/C Ojeda discussed potential USCG grant proposals in 2018 including marketing to Hispanics, On the Water Training Center 2.0, marketing USPS courses, Year Round Safe Boating 3.0 and BSVT VI to cover ongoing maintenance costs. Grant proposals are due by Jan. 26, 2018.

Adjourned 1630.
2 December 2017

Called to order at 1145

1) The Board discussed the delay in reporting on district resolutions due to the *USPS Bylaws* requirement that the Governing Board refer a resolution to a department, committee, or officer for study to report at the next Governing Board Meeting. The Board agreed to request the Committee on Rules to amend the *USPS Bylaws* and assign the reporting responsibility to the national executive officer.

2) V/C Popham reported that he is working on an Endowment Fund Donor brochure.

Adjourned 1215