

Minutes of the Governing Board Meeting  
Held on 18 August 2018  
At the Minneapolis Marriott City Center  
Minneapolis, Minnesota

Chief Commander Gary Cheney, SN, convened the meeting at 0900.

District 4 Chaplain Theodore Wallace delivered the invocation, which was followed by the Pledge of Allegiance led by N/F/Lt Kay Simkins, AP, and the singing of the U.S. and Canadian national anthems led by the Metropolitan Men's Choir of the Twin Cities.

**Introduction of Past Chief Commanders**

P/C/C Louie Ojeda, SN, introduced the other past chief commanders who were present in order of their terms:

P/C/C Lance J. Jensen, SN, (Bellevue/16) 2000-2001

P/C/C Ernie Marshburn, SN, (Tar River/27) 2006-2007

P/C/C Frank A. Dvorak, SN, (Bellevue/16) 2010 – 2011

P/C/C Robert A. Baldrige, SN, (Baton Rouge/15) 2014-2015

C/C Cheney introduced P/C/C Louie Ojeda, SN, (Ponce/33) 2016-2017

**Introduction of Guests**

R/C Peter TenBrink, SN, introduced the honored guests:

- Verne Gifford, chief, Boating Safety Division, U. S. Coast Guard

Mr. Gifford presented the USCG Recreational Boating Safety Award of Excellence to

P/C/C Louie Ojeda, SN.

- Nan Ellen Fuller, chief, Recreational Boating Safety Outreach Liaison Division, U. S. Coast Guard Auxiliary
- Dave Fuller, branch chief, RBS Outreach Operations Partners, USCGAux
- Mary Larsen, America's Waterway Watch, USCGAux
- Peter Bolton, national educational officer, Canadian Power and Sail Squadrons
- Gail Kulp, executive director, Sea Tow Foundation
- Joseph Frohnhoefer III, chief executive officer, Sea Tow

C/C Cheney, Joseph Frohnhoefer and Gail Kulp signed memorandums of understanding with Sea Tow International and Sea Tow Foundation. Mr. Frohnhoefer presented a check to United States Power Squadrons for a corporate sponsorship.

- Keith Christopher, past national director, Sea Scouts, Boy Scouts of America; executive committee, National Boating Federation
- Peg Phillips, executive director, National Safe Boating Council
- Janice Downey, national director, Sea Scouts, B.S.A.
- Steve Schram, senior vice president, Gowrie Group

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C/C Cheney announced that Benjamin H. Sooy III, AP, would serve as parliamentarian for the 2018 Governing Board Meeting.

C/C Cheney announced an attendance of 309.

C/C Cheney called upon R/C Ralph A. Bernard, AP, chair, Committee on Rules. R/C

Bernard explained the voting rules for the meeting.

### **Approval of the Minutes**

C/C Cheney announced that, with no objections, the minutes of the 24 February 2018 Annual Meeting would be approved as distributed. The Governing Board ADOPTED the motion. (2018-GB-1)

C/C Cheney announced that the memorandum of understanding between the United States Power Squadrons and the U.S. Army Corps of Engineers was renewed for three years.

### **Report of the Headquarters Executive Director**

Mary Catherine Berube, headquarters executive director, introduced the headquarters staff present: Lena Padro, manager, membership services; Tammy Brown, marketing director; and Yvonne Hill, publications director.

Mrs. Berube reported that in 2018 USPS was awarded \$455,312 under the U.S. Coast Guard National Non-Profit Boating Safety Grant Program. The first grant is Boat Live 365 Part 3 for \$165,000; the second is Boating Skills Virtual trainer VI for \$120,000, and the third is Engaging Hispanics Phase II: Outreach, Promotion, and Advertising for \$170, 312.

She noted that headquarters is currently managing \$1.8 million in combined grant funding from the USCG and the Educational Fund, stating that grants facilitate projects that further our mission to make the water a safer place.

The Ensign magazine is holding its Spring 2019 Photo Contest. Deadline for submission is 31 December 2018. Finalists will be voted on during the 2019 Annual Meeting, and winners will be published in the Spring 2019 issue of The Ensign. Go to [theensign.org/photocontest](http://theensign.org/photocontest) to learn how to submit your pictures.

Mrs. Berube reported that headquarters staff has been working with R/C Jan Wright, SN, and the Publishing Committee to ensure the best pricing for printing educational materials and to maintain appropriate inventory levels.

Headquarters marketing and staff are also working with R/C Claire McDonald, SN, and

the Ship's Store Committee on new products with the America's Boating Club logo. Visit the Ship's Store to check out the website at [store.shopusps.org](http://store.shopusps.org) to see what's new.

Mrs. Berube stated that corporate sponsorships promote a positive brand, increase brand awareness, reach a wider demographic, enhance customer experience and build relationships. She called upon Tammy Brown, headquarters marketing director, to give an update on USPS corporate sponsorships.

Mrs. Brown reported that BoatUS Foundation; McGriff, Seibels & Williams; and Brunswick Corporation renewed their corporate sponsorships in 2018. She noted that Sea Tow International; Dan Boater; and Autotether are the newest corporate sponsors.

### **Report of the Committee on Nominations**

R/C Greg Korstad, AP, stated, "In accordance with the *United States Power Squadrons Bylaws*, Section 5.6.1, the Committee on Nominations recommended the election of the following listed members."

For staff commander of Electro-Mechanical Systems Committee:

P/D/C Charles Tremaine, SN, (Diablo Sail/25)

For Planning Committee member:

P/D/C William A. Stano, JN, (Grosse Pointe/9)

For general members of the Governing Board:

P/D/C James W. Ulrich, SN, (Staten Island/4)

P/D/C Richard V. Fiorentini, SN, (Raritan Bay/4)

D/Lt/C Samuel A. Bonilla, AP, (Fort Myers/22)

D/Lt/C Edward H. Reiss Jr., SN, (Marco Island/22)

P/R/C Delmer K. Henry, SN, (The Valley/13)

The Governing Board ADOPTED the motion. (2018-GB-2)

C/C Cheney administered the oath of office to the newly elected officers.

## **Report of the National Law Officer**

R/C Michael D. Friedman, N, national law officer, stated that the Law Committee supports and assists the board of directors and various departments of USPS. He noted that the committee has a broad range of expertise which includes corporate tax and commercial property.

R/C Friedman said that *United States Power Squadrons Bylaws*, Section 1.4, states:

“USPS, its districts, squadrons and members shall at all times observe all federal, state and local human rights laws, regulations and ordinances applicable to any USPS activity, procedure or practice. At no level, national, district or squadron, may any person be refused membership, denied office, or be prevented from participating in any activity because of any fact or circumstance which would identify that person as one of a protected class of individuals under the human rights laws, regulations or ordinances of any governmental jurisdiction where the person resides or in which national, the district or the squadron involved conducts business.”

He noted that to comply with USCG grant requirements, the board of directors adopted the equal opportunity policy and procedures that will be published as an appendix to the *USPS Operations Manual*. He encouraged district and squadron officers to review the policy.

R/C Friedman encouraged members to use America’s Boating Club trademarks in a uniform and consistent manner, noting that trademarks cannot be altered.

The national law officer stated that districts and squadrons should file their 990 forms in a timely fashion, noting that not doing so could cause a district or squadron to lose its tax-exempt status.

## **Report of the Planning Committee**

R/C Michael J. Skelley, JN, chair, reported that the Planning Committee continues to work on squadron simplification, succession planning, a new direction for a strategic plan, and follow-up actions to the squadron waiver. The committee provided recommended guidelines for the squadron internal review form to be used when evaluating squadrons that request a waiver in lieu of dissolving.

R/C Skelley reported that C/C Cheney tasked the Planning Committee and the Committee on Rules to review the *United States Power Squadron Bylaws* regarding changes that would be necessary to restructure Governing Board meetings and simplify the district resolution process.

R/C Skelley stated that the Planning Committee is developing a strategy to integrate America's Boating Club into the USPS organizational structure.

He said he anticipated extensive simplification of the organizational structure, policies, procedures, Operations Manual and bylaws that would enhance the ability to manage change.

### **Report of the Finance Committee**

Stf/C Gary L. Baker, P, reported on behalf of R/C David C. McMahon, AP, who was unable to attend the meeting. Stf/C Baker addressed four areas of responsibility: the USPS Investment Fund and the Endowment Fund, grant revenues and expenditures, the proposed 2019 budget, and the overall financial status of USPS.

Stf/C Baker noted that investments under the oversight of the Finance Committee are managed by Johnson Investment Counsel and totaled \$2,745,688 as of 29 June 2018. These dollars are broken up into two major portfolios.

The first portfolio is the Endowment Fund with a total value of \$1,959,870 compared to \$1,940,322 one year ago. He noted receiving \$57,607 in new contributions and \$94,700 in investment earnings.

Currently, 55 percent of these funds are invested in common stocks, and 26 percent in dividend-paying preferred stock equities, with the balance invested in other fixed income securities and money market funds. As of 30 June 2018, the fund had a return of 5.20 percent on the amounts invested.

The second portfolio is the USPS Investment Portfolio, with a total value of \$785,818, which is up from \$785,124 at the prior year end.

Currently, 58 percent of these professionally managed funds are invested in common stocks, 20 percent in preferred stock equities, with the balance invested in other fixed income securities and money market funds. Total income and unrealized gains of \$43,323 during the

year resulted in a 5.6 percent year-over-year total return on the amounts invested.

Stf/C Baker stated that grant revenue and expenditures are managed separately from the operating budget. Through 30 June 2018, USPS was managing 27 grants and designated funds totaling \$1,424,949.

Stf/C Baker noted that the Finance Committee reviewed the proposed 2019 budget and concluded that it was reasonable to believe that the necessary funds would be available to cover proposed expenses.

### **Report of the National Treasurer**

V/C Lee Popham, JN, reported a \$12,900 deficit as of 30 June 2018, noting that as of 31 July 2018 an additional \$40,000 in educational sales and a significant amount of corporate sponsorship payments were received, resulting in a \$21,000 surplus. He reported that life members had contributed \$18,900 to date in 2018.

V/C Popham reported that the board approved the 2019 budget with no dues increase.

V/C Popham stated that the current balance in Endowment Fund Inc. was over \$2,000,000, noting that the fund balance had increased by more than \$100,000 in less than one year. He reported that 7,815 individuals had donated to the Endowment Fund.

### **Report of the National Secretary**

V/C Howard E. Yoas, SN, reported that the Information Technology Committee is working on e-books and a new Port Captains system. The committee enhanced website security to remove personal information and is updating the website standards document to be compatible with current branding standards.

The Heritage and Protocol Committee is updating the Handbook for Historians and working on issues with the flag and burgee database on the committee's website.

The Operations Manual Committee has updated the Operations Manual to include America's Boating Club.

V/C Yoas reported that the Communications Committee had reviewed 675 newsletters to date in 2018.

The Membership Services Committee is assisting with updating headquarters records of members with unknown addresses, answering questions on the help desk and assisting squadrons.

The national secretary reported that during the Minneapolis Governing Board Meeting, the Ship's Store offered the first merchandise featuring the ABC logo only, noting that dual-branded merchandise will be discounted and phased out.

### **Report of the National Administrative Officer**

V/C Ben Coons, JN, reported that membership continues to be an Administrative Department priority. He reported that as of 31 July 2018, the total membership was 24,819 compared to 26,104 one year ago. He noted that the number of dues-paying members was 14,798 as of 3 August 2018. The retention rate was between 85 and 91 percent, with new members joining at a rate of less than 1 percent.

V/C Coons called upon D/Lt Priscilla B. Clarke, AP, to present the 2018 P/C/C William D. Selden IV Member Involvement Retention Awards. The awards are given to districts and squadrons that develop initiatives to increase membership retention.

#### **Squadron Awards:**

Third place – Bayside/3

Second place – Minnetonka/10

First place – Captree/3

V/C Coons announced that Great South Bay/ 3 and Albemarle Sail/27 were the winners of the 2018 Summer of Membership Awards.

R/C Robert F. Howd, SN, and D/C George F. Prescott, SN, presented the winners of the 2018 National Youth Poster Contest awards.

### **21<sup>st</sup> Annual USPS National Youth Poster Contest Winners**

<b>Ages 6-8</b>	<b>Name</b>	<b>Squadron/District</b>
1 <sup>st</sup> place	Finn	Berea/7
2 <sup>nd</sup> place	Lara	Atlanta Sail/17
3 <sup>rd</sup> place	Chanson	San Carlos Bay/22

#### **Ages 9-11**

1 <sup>st</sup> place	Aiden	Northern Neck Sail/ 5
2 <sup>nd</sup> place	Karl	Lansing Sail/9
3 <sup>rd</sup> place	Lilly	Sandusky/29

#### **Ages 12-14**

1 <sup>st</sup> place	Kessler	Charleston Sail/26
2 <sup>nd</sup> place	Rachael	Cape Lookout Sail/27
3 <sup>rd</sup> place	Samantha	Flint/9

### **Report of the National Educational Officer**

V/C Craig D. Fraser, SN, reported that the Boat Handling Course that will replace Seamanship 2016 would be released on September 10, 2018. He noted that the course consists of six two-hour sessions: 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.

V/C Fraser stated that the selling price will be the same as Seamanship 2016 and the course will be taught via e-books, with printed black-and-white student guides available upon request. He noted that feedback from squadrons will be reviewed for incorporation in the published versions of the Boat Handling Course that will be released in the first quarter of 2019.

The national educational officer reported that a new Radar for Boaters Course would be released on Sept. 1, 2018, noting that this course was developed by the Canadian Power and Sail Squadrons. The course is designed for 8 to 10 hours of classroom instruction.

A new Propane Systems on Your Boat seminar will be released for classroom delivery in the fall of 2018. This is a comprehensive seminar on the safe use of liquid petroleum gas.

V/C Fraser reported that the name of the Electro-Mechanical Systems Committee would be changed to the Boat Systems Committee, noting that this title better addresses newer boaters and those who are unfamiliar with electro-mechanical systems.

The national educational officer reported that America's Boating Club learning centers, which will offer on-the-water training, will launch in late 2018, beginning in Florida, followed by Texas and California.

V/C Fraser reported that the Educational Department continues to promote the Jump Start program, an on-the-water program for new boaters. He stated that this program is for members and non-members, and was designed to provide hands-on experience tailored to a boater's specific needs.

V/C Fraser encouraged members to review *Currents*, a departmental newsletter published twice a year prior to the annual and Governing Board meetings. The newsletter can be downloaded at [www.usps.org/index.php/departments/13000/13000-ed-dept-information-center/13000-ed-department-newsletters](http://www.usps.org/index.php/departments/13000/13000-ed-dept-information-center/13000-ed-department-newsletters).

### **Report of the National Executive Officer**

V/C Mary Paige Abbott, SN, reported that the Cooperative Charting Committee participated in two NOAA surveys on the use of the United States Coast Pilot and on the importance of the accuracy of depths marked on NOAA charts. The committee reported that through 1 August 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.

V/C Abbott reported that the memorandum of understanding with NOAA was not renewed due to a change in liability responsibility.

The Environmental Committee is updating the Environmental Committee brochures to add America's Boating Club and to expand the content.

The Marketing Committee updated the Marketing Guidebook and associated marketing material to guide national committees, districts and squadrons transitioning to branding as America's Boating Club.

The National Meetings Committee reported that the 2019 Annual Meeting will be held on 18-24 February 2019 at the Rosen Centre Hotel, Orlando, Florida. Expo will be redesigned to tabletop displays in the registration area to maximize visibility. The 2019 Governing Board Meeting will be held on 8-15 September 2019 at the Galt House Hotel, Louisville, Kentucky, and the 2020 Annual Meeting will be held on 9-16 February 2020 at the Sawgrass Marriott Resort, Ponte Vedra Beach, Florida.

V/C Abbott called on R/C Pete TenBrink, SN, to present the 2018 Public Relations Awards. The annual Public Relations Awards recognize squadrons that have made extraordinary efforts in promoting the education and community service goals of USPS.

**The Charles F. Chapman Scrapbook Award Winners:**

- 3<sup>rd</sup> place - St. Lucie River/8
- 2<sup>nd</sup> place - Lake Norman Sail/27
- 1<sup>st</sup> place - Peace River Sail/22

**The Carl C. Mahnken Award Winners:**

- 3<sup>rd</sup> place - Toledo Sail/29
- 2<sup>nd</sup> place - Tybee Light Sail/26
- 1<sup>st</sup> place - Greenwich Sail/2

**The Roger Upton Video Award Winners:**

- 3<sup>rd</sup> place - Akron Sail/7
- 2<sup>nd</sup> place - St. Lucie River/8
- 1<sup>st</sup> place - Staten Island Sail/4

**The Robert A. Green Public Service Announcement Award Winners:**

- 2<sup>nd</sup> place - Sebastian Inlet Sail/8
- 1<sup>st</sup> place - Long Bay/26

V/C Abbott reported that the Safety Committee updated the Vistaprint business card, which is a useful tool for vessel safety examiners. Details are available at

[www.usps.org/index.php/memberbenefits2/1118-vistaprint](http://www.usps.org/index.php/memberbenefits2/1118-vistaprint).

As of 7 August 2018, 1,444 vessel safety examiners performed 19,105 vessel safety checks, with 17,395 passing inspection.

V/C Abbott reported that the following squadrons dissolved since the 2018 Annual Meeting: Muskegon/9, Sable Point/9, New Castle/11, Muscogee/17 and Titusville/23. Five additional squadrons are in the process of dissolving.

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C/C Cheney called upon P/C/C Ojeda to report on the board's actions at its 14 August 2018 meeting:

- 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 *United States Power Squadrons Bylaws*, to adopt the equal opportunity policy and procedures.
- 7) To upgrade the IBM i-Series at headquarters.
- 8) To approve the 2019 Budget.

C/C Cheney thanked District 10 for hosting the Minneapolis Governing Board Meeting.

C/C Cheney concluded by inviting everyone to attend the 2019 Annual Meeting to be held on 17–23 February 2019 at the Rosen Centre Hotel in Orlando, Florida.

District 4 Chaplain Ted Wallace delivered the benediction, and the color guard retired the colors.

Adjourned 1455.

Action Summary  
Governing Board Meeting  
18 August 2018

**ADOPTED**

- 1) A motion to approve the 24 February 2018 minutes as distributed. (2018-GB-1)
- 2) A motion to elect staff commanders of the Electro-Mechanical Systems Committee and the Planning Committee, and general members to the Governing Board. (2018-GB-2)