USPS Board of Directors
Raleigh, N.C.
12 and 13 April 2013

Called to order at 0800

Attendees:

C/C John T. Alter, SN
V/C Robert A. Baldridge, SN
V/C Louie Ojeda, SN
V/C Bob Brandenstein, SN
V/C Jean Hamilton, SN
V/C Gary Cheney, SN
P/C/C Frank A. Dvorak, SN

Guests present:

R/C Jamie McCurry, AP
Mary Catherine Berube
SueLee Waller

**Action items approved:**

**Motions:**

1) To sign a contract with BoatU.S. Foundation to develop online courses and seminars.

2) To update the USPS Lobbying Policy and to recommend Governing Board approval at the San Antonio Governing Board Meeting in September 2013.

3) To dissolve Somerset/4, Oak Orchard/6 and Columbia Bend/16.
Discussions:

1) SueLee Waller reported that 64 POTW training events have been held and that more than 580 students and instructors have received POTW and BOC training. She reported that the USPS POTW vessel, Water Trainer, is currently in the San Francisco area and will move North to Washington State for trainings scheduled through July.

2) Waller reported that she anticipated a response from the USCG grant proposals by the end of April. The proposals included OTW Rollout – Phase III, Partnering, and a USPS Boat Handling Simulator Program.

3) Mary Catherine Berube reported that an E-mail marketing campaign was underway to promote Practical On-the-Water Training. The Board discussed how the E-mail lists are procured and the distribution process. Mrs. Berube will ask the Law Officer to review the process to ensure that all legal requirements are met.

4) Berube reported that she had received applications for the Headquarters Marketing Director position. The Board discussed the requirements and qualifications for this position.

5) Berube reported that a court ordered mediation was held in Savannah, Ga., on 1 April 2013, in the matter of Quinn v. Tybee Light Power Squadrons and United States Power Squadrons. The Motion for Summary Judgment should be heard by the court within the next few months.

6) Berube presented a proposal to replace the server at headquarters and to upgrade existing ancillary equipment and software. After discussion it was agreed to solicit a second bid.

7) Berube reported that she solicited bids from three accounting firms to perform the annual audit and 990 preparation. The Finance Committee and national treasurer will review and make a recommendation to the BOD.

8) R/C John Malatak, AP, R/C Bob Palmer, SN, R/C Don Fiander, SN, and P/R/C Gene Molteni, SN, joined the meeting via conference call. R/C Malatak reported that 94 squadrons are currently participating in the Brunswick Dealer Advantage Program.

9) R/C Malatak reported that he is working with Mariner’s Learning System to purchase USCG Captain’s License software that will be available for sale through the Ship’s Store.
10) R/C Malatak is working on a new pricing structure to sell Mustang life jackets through the Ship’s Store.

11) R/C Palmer reported on the online course initiative with the BoatU.S. Foundation. The courseware for Partner in Commander is complete and data testing is underway. A Web page is being developed to drive purchasers to the online course website. The Boating on Rivers, Lakes and Locks and VHF Radio seminars are scheduled to be released in 2013.

12) P/R/C Molteni presented a branding proposal from PCI Communications and a marketing implementation proposal from Hanon McKendry.

13) V/C Jean L. Hamilton, SN, reported on a proposed housekeeping amendment from the Committee on Rules to clarify language in USPS Bylaws, Section 6.14.

14) V/C Hamilton reported on the USPS Website project. The Publications and Content teams are currently writing and editing content for the external or public site. This process is expected to continue for several months. The main categories have been approved and an outline is being developed for the internal or member site. The developers have identified multiple frameworks in preparation for the design phase of the project. They have also identified and tested a possible question and answer (communications/chat) framework.

15) V/C Hamilton reported receiving an Article 15 disciplinary action. She reported that all parties have been notified, and she has identified an investigator.

16) V/C Hamilton reported receiving requests to accept online payments for courses taught at the squadron level. Headquarters will work with the IT Committee on the feasibility of the request.

17) V/C Hamilton reported that the Communications Committee Web advisors are reviewing district and squadron websites to ensure contact information is current.

18) The Heritage and Protocol Committee approved 75-year platinum borders for Wilmington/5 and Dayton/24 squadron burgees. They also approved 50-year gold borders for Rockford/20, Crystal River/22, Lakeland/22, and Titusville/23 squadron burgees.
19) The IT Committee is working with the Educational Department on the design and implementation of the online course administrative processing system.

20) V/C Hamilton reported that more than 400 100th anniversary commemorative ensigns have been sold to date. New 100th anniversary items are being identified and will be available at the San Antonio Governing Board Meeting. The gross margin on Ship’s Store sales for the period 1 Dec. 2012 through 31 March 2013 was 26 percent.

21) V/C Hamilton reported that there are 4,277 cyber members to date, of which 36 percent renewed their membership.

22) V/C Gary Cheney, SN, reported that Dixon Hughes Goodman completed the audit of the 2012 financials with no negative findings. The net loss was $43,000, a significant improvement over 2011, which resulted in a $183,000 net loss.

23) V/C Cheney reported on 2013 year-to-date results. Revenue is down approximately 8 percent over the same period last year. Year-to-date operating expenses were $550,000 compared to $682,000 one year ago.

24) V/C Cheney reported that as of 31 March 2013 the balance in the Endowment Fund was $1,621,980 and the Investment Fund balance was $815,723.

25) V/C Cheney reported that he will work with the Law Committee to develop a policy on insurance deductibles.

26) V/C Cheney presented the proposed 2014 Budget for discussion. The Board will vote on the 2014 Budget during its June Board Meeting.

27) V/C Louie Ojeda, SN, announced that the Leadership Development Committee was successful in receiving Continuing Professional Education (CPE) credits for LD 101, LD 102, LD 103 and all future classes. Students completing all six modules will receive 8 CPE credits for each class attended. The cost for classes is $99 during the San Antonio Governing Board and $75 at other locations. These classes are open to non-members.

28) V/C Ojeda reported receiving $6,700 in donations to offset expenses for the 2013 Boy Scout Jamboree.
29) V/C Ojeda reported on an interest to form a provisional squadron in the Guayama area in Puerto Rico, which would be sponsored by the Ponce Sail and Power Squadron/33.

30) V/C Ojeda reported that a special event amateur radio station will be held on 1 and 2 June 2013 to celebrate the 100th anniversaries of USPS and the American Radio Relay League. USPS members will operate the Hiram Percy Maxim’s Commemorative Station, W1AW, in Newington, Conn.

31) V/C Ojeda reported that two squadrons are participating in SERAT and that six squadrons have shown an interest.

32) V/C Ojeda reported that the Squadron Development Committee asked district commanders to identify at least one location in their district to develop a new squadron.

33) The Member Benefits Committee is identifying potential new member benefits and preparing handouts for districts and squadrons.

34) V/C Ojeda reported that the Membership Committee is providing support for the initiative with Tall Ships America.

35) The Membership Committee has assumed the responsibility for squadron revitalization. Information on squadron revitalization can be found at www.usps.org/national/membership/ under the revitalization tab. The committee is also updating the online Member Handbook and Membership Manual.

36) V/C Ojeda recommended changing some giving levels as defined in the 2009 Corporate Membership Plan. The Board agreed to the changes.

Adjourned 1700
Called to order at 0800

1) V/C Baldridge reported on plans for the 100th anniversary celebration during the 2014 Annual Meeting in Jacksonville, Fla., on 29 Jan. – 2 Feb. 2014. Plans include a lighted boat parade and a sponsored meet and greet that will be held on Friday night.

2) The Cooperative Charting Committee is updating the Cooperative Charting Manual, which will be posted at www.usps.org/national/coch/. The committee is also considering reviving the Geodetic Marker Recovery Program.

3) The Environmental Committee is focusing on safety flare disposal, local squadron environmental projects, and finding volunteers to monitor water quality for federal and state agencies.

4) V/C Baldridge reported that the Government and Partner Relations Committee updated several areas on the committee website including state legislative representative guidelines, web roster lists and committee minutes.

5) The Government and Partner Relations Committee is working on procedures to develop and process memorandums of understanding.

6) V/C Baldridge reported that the meeting format for the San Antonio Governing Board will be modified. Business and committee meetings will be held on Thursday. On Friday, a breakfast featuring a keynote speaker will be followed by seminars on boating-related topics.

7) V/C Baldridge reported that the USCG Auxiliary/USPS Program Visitation is on hold awaiting instructions and materials from the USCG Auxiliary.

8) V/C Baldridge reported that USPS received 46,000 vessel safety check decals in 2012. Of that number, 29,412 vessel safety checks were performed, 1,100 were not distributed to districts and squadrons, and the balance was unused.

9) V/C Baldridge discussed a proposal to purchase an e-commerce, accounting and inventory software package. A bid will be procured from a second vendor.

11) C/C John T. Alter, SN, discussed the proposals from PCI and Hanon McKendry. The proposals will be included in the agenda for the June 2013 Board of Directors Strategic Planning Meeting.

12) C/C Alter reported receiving positive feedback from Wayne Stacey, U.S. Coast Guard Grant Technical Manager, recognizing what a fine job SueLee Waller is doing in handling the management and administration of USPS’ Coast Guard grants.

13) R/C Jamie McCurry, AP, updated the Board on nominees for the 2014 slate of officers.

14) P/C/C Frank A. Dvorak, SN, discussed redistricting. The Board agreed to develop criteria to determine a troubled district.

15) P/C/C Dvorak reported an interest in developing a squadron in Fairbanks, Alaska. He also reported that the Alaska Sail & Power Provisional Squadron changed its name to Northstar Provisional Sail & Power Squadron to better represent the geographic area.

Adjourned 1500