USPS Board of Directors
Raleigh, N.C.
14, 15 and 16 April 2016

14 April 2016
Called to order at 0900

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 Peter W. Mitchelson, SN
V/C Robert C. Miller, SN
P/C/C Robert A. Baldridge, SN

Guests present:

R/C Ben Coons, JN
R/C Paul Mermelstein, SN
R/C Ken Wilkinson, AP
Stf/C David McMahon, AP
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 appoint P/R/C John Malatak, AP, as staff commander of the Public Relations Committee.

2) To approve forming the Dreher Shoals Provisional Sail and Power Squadron to be assigned to District 26 for administrative purposes.
Action items approved:

Motions:

1) To authorize Mary Catherine Berube to sign two contracts with R+M Agency totaling $35,000, and to apply for funding from the Educational Fund and the Endowment Fund. The first contract is to develop criteria and evaluate USPS’ offerings. The second contract is to develop a communications plan for current and future members.

2) A motion to appoint Stf/C Myles Gee, SN, Manatee Sail/22, as interim rear commander of the Squadron Development Committee.

3) A motion to obtain three bids to develop a national marketing ad that can also be used by districts and squadrons at a cost not to exceed $9,500.

4) A motion to dissolve Northeast River/5, Niagara/6, Evanston/20, and Marin/25, pending member transfers.

5) A motion to approve nonrenewed members transferring to USPS University to facilitate taking courses and exams.

6) A motion to request that the Finance Committee make a recommendation to the Governing Board to eliminate the $2 transfer fee.

7) A motion to request that the Finance Committee make a recommendation to the Governing Board to increase Sea Scout and Apprentice national dues from $12 to $25.

Discussions:

1) Mary Catherine Berube updated the Board on grants. The balance in the OTW Rollout Phase III Grant was $55,631.97 as of 31 March 2016. The grant was extended through 30 Sept. 2016.

2) Berube reported that the Simulator II Grant was closed out on 18 March 2016. The balance in the Simulator III Grant was $99,172.22 as of 31 March 2016.
3) The balance in the Digital Media Library grant was $84,762.99 as of 31 March 2016.

4) The balance in the Spanish ABC Classroom grant was $42,671.69, and the balance in the Spanish ABC Online Grant was $124 as of 31 March 2016.

5) Berube reported that USPS submitted three grant proposals to the USCG for the 2016 grant cycle. The first proposal is for a Simulator IV Grant to fund additional units, maintenance and insurance, and marketing. The second proposal is a Digital Media Library 2.0 Grant to develop a multimedia library of safe boating educational materials to build upon other available boating safety messaging and increase public knowledge of safe boating practices. The third proposal is a Year Round Safe Boating Campaign to develop content, engage in a pilot program, and launch a national campaign.

6) Berube reported that she attended a mediation hearing on 6 April 2016 for United States Power Squadrons vs. Pam Conrad, which resulted in a judgement against Miss Conrad.

7) Berube reported that members who receive the USPS News Blast would receive a survey on the frequency, length, content, and suggestions for improving the Blast.

8) Tammy Brown reported that she had received $40,000 in commitments for corporate sponsors in 2016. She presented an updated Corporate Sponsor Program with additional levels of giving and benefits.

9) Brown discussed several organizations that she benchmarked against USPS to compare corporate sponsor levels and benefits. She will focus on developing an advocacy plan for USPS and recruiting new corporate sponsors in 2016 and 2017.

10) P/C/C Robert A. Baldridge, SN, reported that R+M Agency had completed Contract 1. He noted that R+M was assisting USPS in locating photographers and developing specifications for a photo shoot to develop a USPS image library.

11) Beverly Murray, CEO + Founder joined the meeting. She participated in a review of the current contract deliverables. Ms. Murray stated that membership acquisition is about building relationships. The Board then discussed the proposals from R+M to develop criteria and evaluate USPS’ offerings and to develop a communications plan for current and future members.
12) V/C Robert C. Miller, SN, discussed USPS University students noting that there are costs involved in setting up and maintaining student records. V/C Miller, V/C Mitchelson and Mary Catherine Berube were tasked with making a recommendation to the Board on recovering the costs of USPS University students.

13) V/C Robert C. Miller, SN, projected that 2016 gross revenues would be $90,000 below budget.

14) V/C Miller presented a draft 2017 Budget to the Board. He suggested several ways to reduce USPS’ complexity including reducing the number of budgeted line items, simplifying the Operations Manual, reducing the number of districts and moving to a regional concept, and simplifying squadron requirements. The Board also discussed potential revenue generators and potential expenditure reductions including consolidating national committees.

15) R/C Ben Coons, JN, discussed potential revenue shortfalls due to declining membership, overhead costs and educational sales.

16) The Board agreed to survey members on the value of USPS publications, offerings and the option to pay for a printed copy of The Ensign or to receive a digital copy free of charge.

17) V/C Peter W. Mitchelson, SN, reported that the Directory of USPS National, District and Squadron Officers would be published in downloadable sections for ease of access.

18) V/C Mitchelson reported that the Communications Committee has started a new initiative, News from National, to share information from the national organization with district and squadron newsletter editors for their local publications.

19) The Membership Services Committee is contacting district commanders for assistance in obtaining OD-2 information from squadrons.

20) The Information Technology Committee continues to support the USPS Website and is working with the team assigned to develop the RFP for the ABC3 Spanish Online Grant.

21) V/C Mitchelson reported that District 2 held a trial virtual Ship’s Store during its spring district conference. He reported receiving positive feedback and that a majority of the orders were shipped from headquarters on the Monday following the conference. Suggestions for
improvements were identified, and the goal is to offer virtual Ship’s Stores to all districts beginning with fall 2016 district conferences.

22) V/C Mary Paige Abbott, SN, reported that R/C Margaret Barber, SN, chairman of the Squadron Development Committee, submitted her resignation due to health concerns.

23) V/C Abbott reported that a member benefit mailing from MetLife would go out in May to all members who had not opted out of receiving Affinity mailings.

24) V/C Abbott reported a slight increase in total membership in March 2016.

25) The Squadron Activities Committee is revising the Port Captains Program. The committee will participate in the 2017 National Scout Jamboree.

26) V/C Abbott reported that Administrative Department committees will focus all initiatives and activities on member retention. She reported that the departmental theme for the Pittsburgh Governing Board will be member retention and youth activities.

27) V/C Abbott updated the Board on a proposal to sell USPS rings. A percentage of the sales would go back to the national organization.

28) R/C Coons discussed the 2015 Audit management letter and noted that there were no material findings.

Adjourned 1630.

USPS Board of Directors
Raleigh, N.C.
15 April 2016

Called to order at 0830

1) R/C Paul Mermelstein, SN, reported that the Marketing Committee is working with the Educational Department to promote online education. He reported that the committee will begin communicating with squadrons via iContact to promote marketing materials available for squadron use. The committee is also developing a presentation on how to hold a
successful boat show. R/C Mermelstein is working with the Information Technology Committee to provide a marketing perspective on the USPS Website. He reported that a squadron website template has been developed and adopted by several squadrons. He noted that the committee will develop marketing strategies based on future R+M studies on USPS offerings and communications.

2) V/C Craig Fraser, SN, reported about a one percent increase in educational sales through March 2016 compared to one year ago,

3) V/C Fraser reported that ABC3 online sales through February 2016 were up 5 percent compared to one year ago. He stated that sales in New York were the highest since 2011 after the online exam went live in January 2016. He also anticipated an increase in sales when the online Spanish version is launched in 2017. He noted that in 2014, 230,000 individuals took a classroom boating course, and 234,000 individuals took an online NASBLA-approved course.

4) V/C Fraser reported that 1,100 online seminars were sold since the beginning, and 75 percent of the sales were to nonmembers. He stated that an aggressive marketing and advertising plan is underway.

3) V/C Fraser reported that the Basic Public Education Committee continues to work with NASBLA to add states to the approved list of states offering America’s Boating Course online.

4) V/C Fraser reported that 15 squadrons had shown an interest in participating in a pilot program to teach Seamanship in an e-book format.

5) V/C Fraser reported that Generation 3.0.1 had been installed on all BSVT units featuring new functionality that will enhance the ability to incorporate in more advanced classes such as Piloting and Advanced Piloting. The upgraded software includes a compass with numbers, an embedded mini-map with navigation aids, a working compass rose and a new trailering exercise.

6) V/C Fraser reported that the Educational Department is developing a pilot program to partition Seamanship into eight seminars. Squadrons would teach all eight seminars in succession, and an individual student could choose to take any or all of the seminars.
7) V/C Fraser reported that the BOC Committee is developing a PowerPoint on updates to the Practical-on-the-Water Program to comply with USCG licensing requirements.

8) V/C Gary Cheney, SN, discussed the cruise following the 2017 Annual Meeting. The Board agreed that it is not a USPS endorsed function and that the USPS insurance policy will not extend protection to the cruise in the event of any damages or liabilities.

9) V/C Cheney discussed hotel rates and food and beverage minimums for proposed national meeting sites in Connecticut, Atlanta, Chicago, Boston, Minneapolis, Columbus, Ohio, and Raleigh, N.C.

10) V/C Cheney reported that the following squadrons were in the process of dissolving: Hamburg/6; Bare Cove/12; Quincy Bay/12; Worcester County/12; Olympia/16; Sabine/21, Beaver Lake/30, and Missouri Ozarks/30.

11) V/C Cheney reported that headquarters received 10,000 additional vessel safety check decals.

12) P/C/C Robert A. Baldridge, SN, led a discussion on feedback received from the 2016 Spring District Conferences. Topics ranged from a district’s responsibility as the host district for national meetings, donating airline miles to chief commander’s representatives to attend district conferences, copying squadron commanders on e-merit marks sent to their members (it was noted that this information can be downloaded at www.usps.org/dues/reports/mm, former members taking classes, six-months trial memberships, republishing articles published in The Ensign, assistance in setting up district and squadron Facebook pages, posting seminars presented during national meetings, charging a national meeting registration fee, charging a fee to register seminar completions, vessel safety checks, shipping costs to return materials to headquarters, guest speakers at national meetings, and developing an App for DB2000.

Adjourned 1645.

USPS Board of Directors
Raleigh, N.C.
16 April 2016

Called to order at 0830
1) C/C Louie Ojeda, SN, reviewed the Endowment Fund Policy. He announced that he was forming an ad hoc committee to develop a planned giving trust fund. He appointed P/C/C Baldridge as chairman and P/C/C Frank A. Dvorak, SN, and R/C David Allen, SN, as members of the committee.

2) The Board continued discussing the 2017 Budget and potential revenue and cost savings, with plans to finalize the budget at its June 2016 meeting.

Adjourned 1400.