USPS Board of Directors
Raleigh, N.C.
April, 27 – 29 2017

April 27, 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
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 Stf/C Shirley Heald, AP, as staff commander of the Marketing Committee until the September 2017 Governing Board Meeting.

2) To increase the number of staff commanders on the Squadron Development Committee from two to three.

3) To appoint D/C Allan B. Furtado, SN, as a staff commander on the Safety Committee until the September 2017 Governing Board Meeting.
4) To appoint Lt Robert E. Canfield, JN, as staff commander of the Public Affairs Committee until the September 2017 Governing Board Meeting.

5) To appoint Stf/C Deborah Rothermel, AP, as staff commander of the Squadron Development Committee to fill a vacancy until the September 2017 Governing Board Meeting.

6) To appoint Stf/C Mary Dodd, SN, as staff commander of the Squadron Development Committee until the September 2017 Governing Board Meeting.

7) To increase the number of staff commanders on the Public Affairs Committee from three to four.

Motions:

1) To engage Burns & Bynum to prepare the 30 November 2017 financial statements for the audit prepared by Williams, Overman & Pierce.

2) To appoint Lt Charles Ibach III, SN, as a staff commander of the Cooperative Charting Committee until the September 2017 Governing Board Meeting.

3) To request that the Committee on Rules prepare a Bylaws amendment creating District 50, to be presented to the Dallas Governing Board in September 2017.

Discussions:

1) Mary Catherine Berube reported that headquarters sent two email messages to district and squadron commanders in April 2017 announcing a partnership between USPS and FedEx. This program includes discounts of approximately 40 percent on Welcome to the Neighborhood banners as well as other copy and print center products purchased online and in local stores.

2) Berube reported that all active members who do not already receive the USPS News Blast were sent a special invitation in March 2017 to sign up to receive the Blast, noting that response had been very positive.
3) Berube updated the Board on USCG grants. She reported that as of 31 March 2017 all funds had been expended on the Practical On-the-Water Training Grant Phase III and that final closeout reports were filed with the USCG.

4) Berube reported that as of 31 March 2017 all funds had been expended on the Spanish ABC Classroom and the Spanish ABC Online grants and that she requested an extension to 30 June 2017 to complete grant deliverables.

5) Berube reported that as of 31 March 2017 all funds had been expended and all deliverables completed for the Digital Medial Library 1.0 and the Boating Safety Virtual Trainer III grants.

6) Berube reported that as of 31 March 2017 the balance in the Boating Safety Virtual Trainer IV was $102,974, the Digital Media Library 2.0 balance was $76,823, and the Year Round Safe Boating Campaign 1.0 balance was $131,090.

7) Berube updated the Board on the new USPS public website redesign. The following had been completed: 1) site hosting and security decisions, 2) functional/non-functional requirements document, 3) selected WordPress platform with Divi theme, and 4) site mapping, prototyping and user interface inventory. She noted that the developer had entered the design phase and is working with the USPS team on concept and design, content development, SEO guidelines and research, SEO planning, and website imagery. Next steps will include developing templates (building the site), testing, content entry training, continued development, quality assurance, additional testing, launch and monitoring and support post launch.

8) V/C Howard A. Yoas, SN, reported that winners of the 2016 Distinctive Communicator Awards were posted at https://www.usps.org/index.php/departments/15000/15800/2015-02-20-00-28-21/2014-dca-recipients. The Communications Committee reported reviewing 403 newsletters through 15 April 2017. The Website and Publication Evaluation Sheets were updated for 2017 and can be downloaded at https://www.usps.org/index.php/departments/15000/15800. V/C Yoas reported that the committee sends out emails monthly to district and squadron editors on “News from National.”

9) The Membership Services Committee is developing a list of the steps necessary to dissolve a squadron and to ensure that the remaining members are transferred to another squadron. The
committee is also working with headquarters to develop a calendar of form due dates that will be posted on the committee’s website.

10) V/C Lee Popham, JN, introduced a monthly year-to-date budget format for use in the financial statements beginning in FY2018. He reported a $60,038 operating surplus versus a year-to-date budgeted operating deficit of $13,333 as of 31 March 2017. He noted that both new member dues and renewals were ahead of budget. Contributions, marketing campaign, and corporate dues were all behind budget as of 31 March 2017.

11) V/C Popham also introduced an annual Forecast format for use in the financial statements beginning in FY2018. He stated that if all future months of FY2017 operate on plan that he anticipated a surplus of more than $80,000 at year-end.

12) V/C Popham reported that open grants awarded as of 31 March 2017 totaled $2,149,451, of which $1,568,025 had been expended.

13) V/C Popham proposed holding a Donor Breakfast during the Dallas Governing Board for past, present and future donors to USPS. Donors will be recognized in a program book, and all attendees who have made accumulated contributions of $100 or more will receive certificates or lapel pins that recognize the levels of their cumulative contributions to USPS over the years. The Board accepted the proposal.

14) V/C Mary Paige Abbott, SN, reported that through 31 March 31 2017 there were 28,368 members, a gain of 291 active members since 1 January 2017, and 364 squadrons, seven less for the same time period. V/C Abbott noted that gains were offset by less non-renewals and that year-to-year losses of approximately 700 members compared to one year ago.

15) V/C Abbott reported that she is working on staffing committees since the consolidation of several committees in the Administrative Department.

16) The Membership Committee reported working with the Squadron Development Committee to update the Administrative Department website. The member involvement team is focusing on increasing boating activities as well as reenergizing the Port Captains program.

17) V/C Abbott reported that the Membership Committee is considering a proposal for a special membership category for members of the U.S. Armed Forces.
18) V/C Abbott discussed a potential new member benefit opportunity with Standard Horizon offering product discounts. The proposal is being reviewed by the Law Committee.

19) V/C Abbott reported that C/C Ojeda appointed an ad hoc committee to develop a plan on using the term America’s Boating Club, design a logo, and create a new tagline. The committee members are V/C Abbott, R/C Paul Mermelstein, SN, Stf/C Glen Sherman, P, P/C John Malatak, JN, and Tammy Brown. V/C Abbott reported that the project was on schedule and that requests for proposal were sent to six graphic artists on 12 April 2017. The committee is working on taglines, researching URLs and trademarks, and developing a communications plan. The goal is to launch prior to the Dallas Governing Board and to provide collateral materials for fall district conferences.

20) V/C Abbott reported receiving positive feedback on using America’s Boating Club while representing the chief at several spring district conferences.

21) V/C Craig Fraser, SN, reported that an ad hoc Educational Department Steering Committee is developing long-term course objectives. They are reviewing current course content and potentially developing future courses with more emphasis on cruising, hunters, and paddlers.

22) V/C Fraser discussed EDN 92 USPS Educational Department Policy on Educational Seminars, which was published in February 2017. He noted that in April 2017 the Educational Department established the following procedures to allow district educational officers to grant exceptions in certain cases to waive the $10 registration fee.

   a. A request must come to the DEO in writing from the squadron and must detail the extraordinary benefit to be gained by granting an exception to some portion of the policy. Appropriate benefits may be increased membership, larger classes, additional participation and income from other activities, etc.

   b. Approved requests should be signed by the DEO and copies forwarded to the NEO and ANEOs. These requests are for specific single events, not for extended periods. It is not expected that these exceptions be a widespread practice, rather they should be rare.

   c. After the event, the squadron must provide a report to the DEO within 10 days detailing the actual benefit that accrued. A copy of this report should be forwarded to the NEO and ANEOs. Future exceptions for a squadron must consider the actual success history of any prior exceptions.
23) The national educational officer reported that the Educational Department continues to work on software development to support E-books. Plans are to launch a Seamanship pilot program by the end of May 2017. The pilot program will allow for hybrid classes where students will use both printed and E-materials.

24) V/C Fraser announced that the Educational Department launched its new website on 18 April 2017 adopting USPS’ standard template for member pages and updates to the site index to help members find what they need more easily.

25) V/C Fraser reported that R/C Jan Wright, SN, is leading a team assigned with the task of replacing the current ExamGen system with a commercial solution.

26) The national educational officer reported that 5,000 copies of America’s Boating Course Spanish student manuals are available at headquarters for $5 each including shipping and handling. He also reported that the America’s Boating Course online version in Spanish was available at www.americasboatingcourse.com. A bi-lingual instructor PowerPoint and translation of state-specific exams are in progress.

27) V/C Fraser announced Jump Start, a new program for squadrons offering one-on-one training to a member or non-member student on their own boat. Additional details can be found at https://www.usps.org/index.php/departments/13000/13700-on-the-water-training-certification/2017-05-08-01-34-35/13700-jump-start-program.

Adjourned 1625.

28 April 2017

Called to order at 0830

1) V/C Gary P. Cheney, SN, reported that the newly established Public Affairs Committee had developed a mission statement, established goals, and was beginning to work on strategies.
2) The Board endorsed a letter to the Mayor of Duluth, Minnesota, supporting a National Water Trail on the St. Louis River to improve recreational boater experiences by providing better access and use of the St. Louis River and the estuary connected to Lake Superior.

3) V/C Cheney discussed a resolution from District 2 requesting that life members who have achieved a full certificate, served as both a district and squadron commander and earned 40 merit marks be granted Governing Board member status. V/C Cheney assigned the resolution to the Chief Commander’s Advisory Council for reporting during the Dallas Governing Board Meeting in September 2017.

4) V/C Cheney reported that the National Meetings Committee is considering hotel sites in Raleigh, N.C. and Richmond, Virginia for the 2019 Governing Board Meeting.

5) P/C/C Robert A. Baldridge, SN, updated the Board on the Year Round Safe Boating Grant 1.0. He reported that Boat Live 365 is designed to be a clearinghouse of contemporary, safe boating educational and public outreach resources. He noted that new boaters are often unaware of the issues they will face and the education they will need, and experienced boaters are often unwilling to acknowledge the gaps in their education. P/C/C Baldridge stated that the USPS team had evaluated campaigns, identified resources aligned with USCG priorities and gaps, developed content, and will begin pilot tests with five selected squadrons including Baton Rouge/15, Perdido Bay/15, Raleigh/27, San Diego/28, and Oklahoma City/31. Squadrons will be provided a playbook on organizing and promoting year-round events.

6) P/C/C Baldridge updated the Board on the ad hoc District Restructuring Committee. He stated that the committee proposed creating District 50 to assign squadrons that are remote and are not close to another district. He noted that the Governing Board would approve squadrons that are assigned to District 50. The Board discussed the logistics of setting up District 50 and will discuss further at the June 2017 Board Meeting.

7) P/C/C Baldridge and V/C Popham led a discussion on structuring the proposed new Endowment Fund entity and distributing earnings to USPS.

8) R/C Susan Darcy, JN, reviewed current national committee staffing and discussed succession plans.
Adjourned 1630.

April 29, 2017

Called to order at 0900

1) V/C Popham reviewed the draft 2018 budget.

2) The Board discussed ADA compliance issues. C/C Ojeda will ask the Law Committee to draft a statement on squadrons teaching classes in facilities that are Section 508 (ADA) compliant.

3) C/C Ojeda reported that he appointed an ad hoc committee chaired by V/C Cheney to develop a business plan on fundraising.

4) Mary Catherine Berube discussed the responsibilities of the headquarters grants coordinator. The Board agreed that a full-time grants coordinator is necessary to fulfill grant administrative responsibilities and to maintain credibility.

Adjourned 1435.