USPS Board of Directors
Raleigh, N.C.
6 – 8 June 2013

Called to order at 0830

Attendees:

C/C John T. Alter, SN
V/C Robert A. Baldrige, 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:

P/C/C Les Johnson, SN
R/C Jamie McCurry, AP
R/C Bob Miller, SN
R/C Peter Mitchelson, SN
R/C Kay Simkins, AP
Mary Catherine Berube
Tammy Brown
SueLee Waller

Action items approved:

Motions:

1) To accept a proposal from Williams Overman Pierce of Raleigh, N.C., to perform the FY2013 audit and to prepare the Form 990.

2) To approve a grant from Endowment Fund earnings to purchase an E-commerce, accounting and inventory software package from NetSuite and to apply for an Educational Fund grant. Implementation costs will be approximately $73,000.

3) To approve a Memorandum of Understanding with Tall Ships America.

4) To recommend that the Governing Board approve a USPS Policy for the Administration of Memoranda of Understanding (policy attached.)

5) To approve a request from District 22 to hold its 2014 Fall Conference on 25 -28 Sept. 2014, which is outside the USPS Bylaws requirement to hold Fall district conferences during October through November.
6) To spend $4,000 of the OMC Grant funds to print an updated Member Benefits brochure.

7) To postpone implementing a one-time $20 new primary member administrative fee to 1 Dec. 2013.

Discussions:

1) SueLee Waller reported receiving three USCG grants in 2013 totaling $454,900. The first is the Practical On-the-Water Training Rollout Grant Phase III for $220,000. Funding will be used for advanced training, integration of courses with on-water components, training additional instructors and students, marketing, and data analysis. The second is a USPS Partnering Grant for $19,900 to fund travel to facilitate partnering objectives. The third is a USPS Boat Handling Simulator Program for $215,000. Funding will be used to purchase portable boat handling simulators and for marketing and administrative costs.

2) Waller updated the Board on the OTW Rollout Phase II Grant. From Nov. 2012 through March 2013, more than 21 events were held resulting in 168 individual on-the-water trainings. Approximately 64 on-the-water training events have been held to date, and approximately 580 students have been trained. USPS OTW vessel, Water Trainer, is currently in Washington State through the end of July. Go to www.usps.org/national/eddept/boc/main.htm to view the schedule of on-the-water training events.

3) Waller reported on an E-mail marketing campaign in support of the USPS On-the-Water Program. Approximately 122,000 e-mails were sent to members and non-members promoting 16 local on-the-water training events in 11 geographical areas. Statistics show that about 40 percent of the registrants were nonmembers.


5) Mary Catherine Berube reported that the new headquarters VMWare host server will be installed by mid-July.

6) Berube reported that the court granted summary judgment on 23 May 2013 in the matter of Quinn vs. United States Power Squadrons. Mr. Quinn has 30 days to file a notice of appeal or the order will stand.

7) Berube reported that she and V/C Baldridge participated in demos from three e-commerce vendors and subsequently received two proposals.

8) Berube reported that Tammy Brown will transition to a lead role in the USPS Website redesign project.

9) V/C Robert A. Baldridge, SN, reported that plans are moving forward for the 100th anniversary celebration during the 2014 Annual Meeting in Jacksonville, Fla., on 29 Jan. – 2 Feb. 2014. Members can e-mail their 100th anniversary celebration photos to
steve-erickson@msn.com. Photos can be viewed at usps.org/100 under informational links.

10) V/C Baldridge reported that 10,177 Cooperative Charting credits had been awarded to date.

11) The Environmental Committee reported that a new quarterly Environmental Newsletter will be posted on SailAngle.com beginning in June 2013.

12) V/C Baldridge presented two memorandums of understanding from SeaTow International and SeaTow Foundation. The Board reviewed the documents and deferred approval pending several items.

13) The Board agreed that the headquarters marketing director will be the business point of contact for memorandums of understanding and agreement.

14) V/C Baldridge reported that seminars on boating-related topics will be offered during the San Antonio Governing Board on Fri., 6 Sept. 2013. Topics range from obtaining an Amateur Radio license, the USCG Rescue 21 Program, steam-powered vessels, and member retention tools.

15) V/C Baldridge reported that the National Meetings Committee is visiting potential meeting sites for the 2015 Governing Board Meeting.

16) The Board discussed implementing a national meetings registration fee at the 2014 Annual Meeting. Discounts will also be offered for purchasing tickets to multiple events at a national meeting. V/C Baldridge will submit a proposal to the Board.

17) V/C Baldridge reported that Cutler Cove/8, Costa de Oro/13, and Winooski Valley/19 are in the process of dissolving.

18) V/C Baldridge presented a resolution from District 5 that would prevent holding national meetings on dates that conflict with religious holidays. He indicated that he would assign the resolution to the Board of Directors at the San Antonio Governing Board Meeting to be reported out at the 2014 Annual Meeting in Jacksonville, Fla.

19) V/C Bob Brandenstein, SN, reported that gross educational sales through 31 May 2013 were slightly behind the same period one year ago. ABC sales are also down slightly from one year ago. He noted that sales to the Australian Volunteer Coast Guard and online course sales should impact revenue in 2013.

20) V/C Brandenstein reported that Mariners Learning System is encouraging squadrons to act as proctors for USCG Captain’s License exams.

21) V/C Brandenstein reported that District 7 will staff a USPS booth during the Port of Cleveland Tall Ships Festival on 4 – 7 July 2013.

R/C Palmer reported that the Partner in Command online seminar launched on 29 May 2013. To view a demo or register go to www.usps.org/edonline.

23) R/C Palmer reported on the Boating Handling Simulator Program. He anticipated that the prototype unit will be finished in October 2013. There will be five simulators distributed throughout various geographical regions.

24) R/C Palmer reported that 73 on-the-water training events were held since January 2013. There are currently 49 additional trainings registered through October 2013.

25) R/C Malatak reported that 119 squadrons were participating in the Brunswick Dealer Advantage Program and that 30 districts had at least one squadron participating. He noted that he is working with Brunswick on marketing the program.

26) R/C Malatak reported that Mariners Learning System products will be available for purchase through the Ship’s Store in July 2013.

27) V/C Louie Ojeda, SN, reported being contacted by several potential corporate members. Tammy Brown will follow up and make a recommendation on moving forward with a proposal.

28) V/C Ojeda reported that updated Operations Training PowerPoint Modules can be downloaded at www.usps.org/national/ot.

29) V/C Ojeda reported that the Member Benefits Committee developed a looping PowerPoint on the current benefits available for use at boat shows and district conferences.

30) V/C Ojeda reported that the application for the BoatU.S./USPS Civic Service Award is being redesigned and will be posted at www.usps.org/national/membership under Awards/Contests.

31) V/C Ojeda discussed a potential misuse of USPS’ name and trademark on an insurance company’s Website. It was noted that USPS maintains control of its registered intellectual property and that the matter had been referred to the Law Committee.

32) V/C Ojeda encouraged members to take a personal approach when contacting members and nonrenewals. He noted that a phone call is much more personal than an e-mail or posting events on a squadron Website.

Adjourned 1700

7 June 2013

Called to order at 0830

1) VC Jean L. Hamilton, SN, reported on the USPS Website redesign project. The content team has completed writing and editing content on three sections. The Board viewed two possible
Websites designs submitted by the developer. The project is on target for completion by the 2014 Annual Meeting.

2) V/C Hamilton reported that the Communications Committee is addressing two major issues. Approximately 25 percent of squadrons do not have an IT contact, which makes it difficult for Website advisors to contact these squadrons. The committee is also working with squadrons to update their Websites and remove out-of-date information.

3) The Heritage and Protocol Committee approved a 75-year platinum border for the Wilmington/5 and a 50-year gold border for Northeast River/5.

4) V/C Hamilton reported that the Information Technology Committee is working with the Educational Department to develop interfaces for online course registrations.

5) The Ship’s Store reported a 41.3 percent year-to-date gross margin. Total inventory was valued at approximately $81,000 as of 31 May 2013.

6) V/C Hamilton reported that an average of 1.17 cyber members join per day, and 2.66 ABC classroom students join as trial members per day.

7) V/C Gary Cheney, SN, reported that year-to-date revenues were $765,000. Year-to-date operating expenses were $658,000 compared to $850,000 one year ago. V/C Cheney noted that the reduction in expenses was due primarily to changes to the USPS Travel Reimbursement Policy and reduced hours at headquarters. To date, travel reimbursements are down 39 percent from one year ago.

8) V/C Cheney reported on the balances in the USPS Endowment Fund and USPS Investment Fund as of 31 March 2013, which were $1,630,286 and $807,784, respectively.

9) V/C reported paying an insurance claim involving USPS’ on-the-water boat and truck for approximately $6,000.

10) V/C Cheney presented the proposed 2014 Budget. The Board delayed voting on the budget until its September 2013 meeting to allow for additional 2013 revenue and expense data.

11) V/C Frank A. Dvorak, SN, reported that members from the North Star Provisional Power Squadron in Alaska will participate in a District 16 on-the-water training event this summer.

12) R/C Kay Simkins, AP, reported that the Planning Committee is working on several projects including electronic meetings, alternate sources of revenue and squadron simplification. The committee completed the Recruiting and Retention of Members of National Committees Report, which has been distributed to rear and staff commanders. The purpose was to clarify the application process and expectations or both members and national committees.

13) R/C Simkins and P/C/C G. Leslie Johnson, SN, led a discussion on the USPS Strategic Plan. R/C Simkins presented a list of topics for discussion, which included branding, generating
revenue, increasing awareness, national meeting formats and attendance, marketing, fiscal responsibility, membership growth initiatives, and the USPS Mission and Vision Statements.

14) C/C Alter led a discussion on determining the marketing direction for USPS. Following discussion, C/C Alter created an ad hoc Marketing Committee to develop a plan integrating headquarters marketing functions and volunteer marketing functions. Committee members are: V/C Robert A. Baldridge, SN; V/C Louie Ojeda, SN; R/C Ken Voight, AP; Mary Catherine Berube, and Tammy Brown, chairman.

15) C/C John T. Alter, SN, requested that Tammy Brown review the PCI and Hanon McKendry marketing and branding proposals.

Adjourned 1445

8 June

Convened 0830

1) V/C Baldridge led a discussion on future national meeting dates, fees, and locations.

Adjourned 1200
USPS POLICY FOR THE ADMINISTRATION
Of
MEMORANDA OF UNDERSTANDING

For the purposes of this policy, Memorandums of Understanding (hereinafter MOUs) shall include all written agreements between the United States Power squadrons (hereinafter USPS) and its partners or third parties, with the predominant theme of boater safety and/or boater education, including non-binding letters of intent and Memoranda of Agreement (MOAs.) The administration of these agreements includes, initial drafting, monitoring, review, execution, redrafting as necessary, and internet access to members. This policy does not cover logistic and services agreements necessary for the administration of the national headquarters. The primary administrator of all MOUs covered herein is the Government and Partner Relations Committee (hereinafter GPRCom) of USPS. This committee responsibility resides with the Staff Commander (Stf/C) assigned to the MOU coordinator function.

Initiation of a new MOU dealing with Public Education and/or Safety. An MOU with another organization may be initiated in several ways. It is always preferable to present an initial document to the prospective partner rather than to receive a document.

1. USPS personnel who desire to complete an agreement are to submit a synopsis or narrative of the desired relationship to the GPRCom pursuant to a checklist of required information which shall be found on the GPRCom’s web site. An alternative method could be used if the desired relationship is virtually identical to a formal relationship already in place with another organization by editing a copy of the existing MOU and submitting it to the GPRCom. If a prospective partner initiates a draft of an agreement, it should be forwarded immediately to the GPRCom for review and processing.

2. Upon receipt of any initiation request, the GPRCom accomplishes its due diligence which includes, but is not limited to:
   a. obtaining proper preliminary approvals from the Board of Directors (BOD),
   b. legal review by the USPS Law Committee,
   c. and any necessary endorsements.

3. Once the due diligence process is completed, the GPRCom will produce original executable copies of the new MOU and submit them to the office of the Chief Commander to arrange for execution at the next Governing Board or Annual Meeting.

Monitoring Existing MOUs. Responsibilities for the monitoring of current MOUs is assigned to USPS personnel designated by the heads of the departments that have the most interest in the particular MOUs.

1. The first and largest group of MOUs are the MOUs which USPS has with the States of the Union (presently numbering 41). The National Education Officer is to appoint one or more monitors for this group.
   a. The monitors for this group are titled Education Department Liaisons.
b. These monitors are to work closely with the GPRCom State Legislative Representatives to identify changes in State laws that may affect the MOUs.

c. The remaining MOUs (approximately 30 and rising), are divided into groups of ten or less based on subject matter and other relevant criteria. *

d. Monitors are associate members of the GPRCom and are to keep the committee apprised of the status of their assigned MOUs. GPRCom welcomes their attendance at GPRCom meetings at both national conventions.

e. If monitors perceive any problem or anomaly with any of the provisions in one of their assigned MOUs they are to immediately bring it to the GPRCom’s attention for possible revision or termination if warranted.

f. The GPRCom maintains and monitors a tickler file of all expiration and deadline provisions in all MOUs to insure that they are not missed at the user level.

g. GPRCom also maintains downloadable files of all current MOUs on its pages of the USPS website.

Original executed MOUs are filed at the USPS headquarters and maintained by headquarters staff.

*The GPRCom chair will construct the initial groupings and suggest which department head should appoint the monitors for each group. GPRCom’s only interest is to make sure an interested party accomplishes the monitoring of business transacted pursuant to the MOU involved. The groupings will initially only be suggestions and any uncontested objections will be implemented.