USPS Board of Directors
Daphne, Alabama
9, 10 and 11 June 2016

9 June 2016
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 Peter W. Mitchelson, SN
V/C Robert C. Miller, SN
P/C/C Robert A. Baldridge, SN

Guests present:
R/C William D. Selden, AP
Mary Catherine Berube

Ratification of electronic votes:

Upon a motion to approve, which was seconded, discussed and voted upon by the Board of Directors, United States Power Squadrons, the following was approved:

1) To dissolve Missouri Ozarks Power Squadron/30

Action items approved:

Motions:

1) A motion to charge an additional $20 course fee for all USPS University students effective 1 Dec. 2016.
2) A motion to make a $1,000 donation to Pittsburgh Three Rivers Regatta in lieu of a fee for the keynote speaker at the Pittsburgh Governing Board, James C. Roddey, Firm Director, Baker Tilly.

**Discussions:**

1) Mary Catherine Berube reported that she was in the process of conducting interviews for the Outreach Coordinator/Accounting Manager position at headquarters, which is vacant due to SueLee Waller's resignation.

2) Berube reported signing a contract with Logical Position to manage Google Adword searches with the goal to increase online sales.

3) Berube reported that Tammy Brown, headquarters marketing director, is working with R/C Paul Mermelstein, SN, chairman, Marketing Committee, to set marketing priorities and goals in 2016. They are also developing a program to promote ABC sales by bundling ABC3 with two additional USPS offerings, either an online course or webinar.

4) Berube reported that Garmin will be the official sponsor of the new GPS online seminar. Brown is also working with McGraw Hill on becoming a corporate sponsor.

5) Berube reported that a core team is working with R+M to evaluate the criteria and assess USPS’ core offerings, including education, volunteerism, and fellowship.

6) Berube shared the results of the member survey 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. She noted that the survey was sent to 22,205 members, with an average open rate of 40 percent, which is significantly higher than the nonprofit industry open rate of 21 percent. While most members reported that they value USPS publications, including The Ensign, the USPS Compass, and the USPS News Blast, the majority preferred to receive a digital-only subscription free of charge of The Ensign rather than subscribe to the print edition at $15 per year.

7) Berube proposed that headquarters staff develop a communications plan to present to the Board. The plan will encompass all USPS communications including the USPS Website,
publications, email marketing and communications to members and nonmembers, and corporate sponsorships.

8) V/C Gary P. Cheney, SN, reported that Hamburg/6, Bare Cove/12, Quincy Bay/12, Worcester County/12, Olympia/16, Sabine/21, Monterey Bay/25, and Beaver Lake/30 are in the process of dissolving.

9) V/C Cheney discussed ways to improve attendance at seminars held during national meetings. One suggestion was to offer seminars from outside presenters during the morning and USPS instructional seminars during the afternoon.

10) V/C Cheney discussed potential Governing Board meeting dates and locations for 2018. The Board agreed to consider sites in Atlanta, Boston, Raleigh, N.C. and Minneapolis, Minnesota.

11) V/C Craig D. Fraser, SN, reported that Logical Postion is one of the top 30 companies recommended by Google. He noted that using Google Analytics will dramatically improve USPS’ ability to monitor how potential students find USPS online courses and improve the ability to monitor ad campaigns.

12) V/C Fraser reported that rear commanders are providing course updates to DEOs and Asst/DEOS with the goal of keeping districts and squadrons informed.

13) V/C Fraser reported that 522 ABC3 online courses were sold from 1 January to 31 May 2016. Sales of the GPS online seminar continue to increase with 31 units being sold as of 30 May 2016.

14) V/C Fraser reported that Boating Skills Virtual Trainers had been displayed at several partner events in 2016 including Tall Ships America, NMMA/Discover Boating, and Trawler Fest as well as at local boat shows and district and squadron events. He noted that the partnership with Discover Boating had saved USPS thousands of dollars in shipping costs and provided more consistent promotional advertising.

15) V/C Fraser reported that POTW sales are increasing. He reported on a potential life-saving event during a POTW training in Seattle. USPS members rendered assistance to two
canoeists who were not wearing life jackets and had been in 56 degree water for approximately 20 minutes.

16) V/C Fraser reported that the Boat Operator Certification Committee is developing a checklist on docking and basic maneuvers that can be taught while on a member’s boat. Plans are to have the program ready by mid-to-late July 2016.

17) V/C Fraser reported that 37 states had received NASBLA approval to offer America’s Boating Course.

18) V/C Mary Paige Abbott, SN, reported that the Leadership Development Committee will offer an LD101 class during the Pittsburgh Governing Board. LD101 and LD102 classes are scheduled in Beaufort, S.C. in September 2016, and LD103 is scheduled in Tacoma, Washington in October. The committee is also focusing on teaching OT3 at the district and squadron level.

19) The Member Benefits Committee continues to add new member benefits including a VSP program where members receive significant discounts on eyeglasses.

20) V/C Abbott reported that the Squadron Activities is using EchoLink® software for USPS Amateur Radio Ham operators to communicate over the Internet, using streaming-audio technology. The committee will also focus on improving the Port Captain’s Program as a boater’s resource.

21) V/C Abbott reported that there is a survey on the Membership Committee website for squadrons to use when interviewing nonrenewals.

22) V/C Abbott reported that a photographer had been chosen to shoot the national marketing ad on 12 - 14 July 2016 at a cost of approximately $4,000. The goal is to provide squadrons with proprietary ad copy by the Pittsburgh Governing Board Meeting.

23) V/C Abbott reported that she attended a seminar on fundraising. The Board agreed to meet with a professional fundraiser during the Pittsburgh Governing Board Meeting to gain insight on costs and success rates.
24) V/C Robert C. Miller, SN, reported that total revenue as of 31 May 2016 was $975,986, or 49.2 percent of the budget and expenditures were $955,600, or 48.3 percent of the budget.

25) P/C/C Robert A. Baldridge, SN, reported that the ad hoc Endowment Fund Trust Committee is considering the best options for creating a separate endowment fund that would be set up as either a separate corporation managed by a board of directors or as a trust.

26) V/C Peter W. Mitchelson, SN, reported that the Communications Committee had reviewed 564 publications year to date.

27) The Heritage and Protocol Committee approved a 75th anniversary border for the Seattle Power & Sail Squadron/16 burgee and a 50th anniversary border for the Cocoa Beach Sail and Power Squadron/23 burgee.

28) V/C Mitchelson reported that the Membership Services Committee will contact nonrenewals to find out why they did not renew their membership.

29) V/C Mitchelson reported that the IT and Communications committees created a Guidebook app for the Pittsburgh Governing Board that will be available on a first-come, first served basis. Instructions will be available soon on the meetings reservation website.

30) V/C Mitchelson reported that the dues amount returned to districts and squadrons when an Internet member transfers to a squadron is equivalent to the average dues charged by a district and squadron. For single members, a district receives $5, and a squadron receives $27.80. For a family unit, a district receives $7.50, and a squadron receives $41.70.

31) V/C Mitchelson reported that the Operations Manual Committee is working on simplifying the Operations Manual.

Adjourned 1640.
10 June 2016

Called to order at 0830

1) V/C Miller led a discussion on the 2017 Budget. He noted that in order to sustain USPS it is necessary to fundamentally rethink requirements and simplify processes. Cost reductions discussed included reducing the number of national committees, reducing the number of districts, restructuring the governing board, and staff reductions at headquarters.

2) R/C Bill Selden, AP, reported that the Committee on Nominations is working on the list of potential candidates to be interviewed during the Pittsburgh Governing Board Meeting.

3) C/C Ojeda reported that he created an ad hoc committee to study the feasibility of restructuring or reducing the number of districts. He appointed P/C/C Baldridge as the chairman.

Adjourned 1400.

11 June 2016

Called to order at 0830

1) V/C Craig Fraser, SN, led a discussion on a Beta program in Districts 15 and 22 to increase the number of Seamanship classes and students in Fall 2016. To promote these classes, USPS will send three emails to USPS University students, unattached members, Cyber members and ABC3 students who have not taken Seamanship, who reside in the Zip codes assigned to these squadrons. The measurement of success for this program will be overall increase of Seamanship classes as well as membership growth in these squadrons.

Adjourned 1125.