USPS Board of Directors
San Diego, CA
25 and 26 August 2015

25 August 2015
Called to order at 0900

Attendees:

C/C Robert A. Baldridge, SN
V/C Louie Ojeda, SN
V/C Bob Brandenstein, SN
V/C Gary Cheney, SN
V/C Peter W. Mitchelson, SN
V/C Robert C. Miller, SN
P/C/C John T. Alter, SN

Guests present:
P/C/C Frank A. Dvorak, SN
R/C Craig Fraser, SN
Mary Catherine Berube
Tammy Brown

Ratification of electronic votes:

Upon motions to approve, which motion was seconded, discussed and voted upon by the Board of Directors, United States Power Squadrons, the following motions were approved on 16 July and 4 August 2015:

1) To dissolve Anclote Key/22.

2) To appoint P/D/C Lorenzo Gonzalez-Aleman, SN, as a staff commander of the Safety Committee.

3) To approve State Street Bank & Trust Co. as custodian of the employee retirement plan.
4) To authorize Mary Catherine Berube to sign a Service Agreement with Lafferty Media Partners.

Action items approved:

1) To dissolve Biscayne Bay/8 and Winooski Valley/19.

2) To approve the 2016 Budget.

Discussions:

1) Mary Catherine Berube will purchase a GoToMeeting account for use by national committees. A member of the Information Technology Committee will be responsible for initiating the meetings.

2) Berube updated the Board on the status of grants. As of 31 July 2015, the balance in the OTW Rollout – Phase III grant was $83,600. Through June 2015, 207 training events, 1,331 individual on-water training sessions, 1,027 student trainings, and 304 instructor-level trainings had been taught. R/C Scott McDonald, SN, chairman, Boat Operator Certification Committee, is conducting a survey to determine the perception, challenges and barriers of the OTW programs. The Boat Operator Certification Committee is requesting IT support to grow the program.

3) As of 31 July 2015, the balance in the Simulator II grant was $35,750. USPS is partnering with the National Marine Manufacturers Association and Discover Boating to participate in several NMMA boat shows. Local squadrons will provide support and NMMA will provide intra-shipping costs from show to show, power costs for BSVT units and shared booth space. NMMA will also provide ad space in its featured exhibitor coverage on the boat show website and show guide. V/C Mitchelson reported that he is investigating software that will help with scheduling BSVT unit rentals.

4) Berube reporting signing a contract with Lafferty Media Partners, LLC, to develop a new USPS-branded digital media library, which will be funded by the Media Library: Content, Methods and Strategies Grant. Video production scripts are in progress.
5) Berube reported that translating America’s Boating Course into Spanish is underway to support the Engaging Hispanics in Recreational Boating Education: Basic Boating Course Grant. Copyright permission has been filed with the U.S. Copyright Office for America’s Boating Course 2015 edition. A completed translation of the 2015 edition will be proofread and edited by a professional translator.

6) Berube announced that a fourth USCG grant was awarded in 2015. Engaging Hispanics in Recreational Boating Education: Online Boating was funded for $130,000. Funds will be used to convert the current ABC online course slides to current technology and to launch an updated ABC online course in English and Spanish.

7) Tammy Brown reported that she is continuing to survey district commanders. Noting that most squadrons have faithful members who enjoy social activities and participate in educational activities and in self-education, there are common challenges. Retaining and attracting members, particularly younger members, lack of leadership, and competing with government and private boating courses are among the challenges reported. Districts responded that national should define the role of districts, promote online courses, increase marketing efforts, and improve communications between national and districts.

8) Brown reported that she is responding to questions concerning the Brand Standards Manual. One of the most frequently asked questions concerns the correct logo colors for clothing, printed materials and websites. The correct logos and colors can be downloaded at https://theensignmagazine.box.com/s/lszmunk0r7z46pfps6hhvadjyuuo6tje.

9) Brown announced a photo contest beginning on 1 September, “Calling all future members!” Photos of children wearing the new USPS t-shirt can be submitted to facebook.com/uspowersquadrons for a chance to win a $100 gift certificate to the Ship’s Store. The deadline is 30 September.

10) Brown reported meeting with C/C Baldridge, Mary Catherine Berube and representatives from R+M Agency on 20 July 2015 to discuss the brand assessment study. Team members completed a Brand Assessment Workbook to identify USPS’ competitors, mission, vision, and offerings. R+M has confirmed a specific research plan, acquired and reviewed six research reports, completed a competitor market review, completed the brand assessment workbook evaluation, and completed the brand assessment executive summary with recommended actions. R+M will conduct a survey of a selected group of boaters from
several states to determine geographical data, if they have taken a boating class, what would motivate them to take a boating class, and how much time they contribute to volunteer activities.

11) V/C Bob Miller, SN, reported that as of 31 July 2015 operating expenses exceeded operating income by $47,000. Operating income was $155,000 less than one year ago. He noted that declining revenue continues to be the current trend and that it is critical to find additional sources of revenue. Operating expenses through July 2015 increased by $133,000 compared to last year even with continued cuts to expenses.

12) V/C Miller reported that the Budget Committee was making final updates to the proposed 2016 budget for Board review.

13) C/C Baldridge invited R/C Craig Fraser, SN, to update the Board on the status of NASBLA recertification of America’s Boating Course. He reported that America’s Boating Course had been updated to meet NASBLA standards. However, an extension was granted to allow time to confirm state-required exam questions.

14) C/C Baldridge invited P/C/C Frank A. Dvorak, SN, to discuss the Endowment Fund Rules. P/C/C Dvorak reported that potential donors are concerned that the current rules allow using up to 10 percent of the principal in dire circumstances. The Board agreed to discuss the concerns with the Board Advisors.

15) V/C Peter W. Mitchelson, SN, reported that due to the high volume of trial members, new member packets are being sent only to traditional and cyber members. When trial members renew their membership they will receive a new member packet. Headquarters will run a test by sending a new member packet to trial members joining in October and November 2015 to determine if there is any effect on renewal rates.

16) V/C Mitchelson reported that headquarters and the Membership Committee designed a new membership certificate that will be included with the new member packet. The Educational Department is designing a replacement achievements certificate.

17) The Board agreed to a proposal from V/C Mitchelson to email a PDF copy of the USPS Directory of National Officers as a cost-savings measure.
18) V/C Mitchelson reported that the number of MMSI numbers issued by USPS has increased significantly since SeaTow stopped issuing numbers.

19) The Communications Committee continues to review newsletters and websites and will implement the new branding standards in 2016.

20) The Information Technology Committee continues to update the USPS Website and will migrate data to the new web servers in September.

21) The Ship’s Store Committee reported a 31.7 percent gross margin as of 31 July 2015.

22) V/C Bob Brandenstein, SN, reported that 2015 year-to-date sales totaled $416,877, or 7 percent less than one year ago. Reduced costs of goods sold and reduced expenses resulted in net margins of $261,142, or 1 percent less than one year ago.

23) V/C Brandenstein reported that revenue from interactive online courses is slow but growing. A fifth on-line seminar, using VHF Radio, is now in production with Using GPS to follow shortly. ABC3 online sales totaled 617 through July 2015, up 6 percent from one year ago.

24) V/C Brandenstein reported that four additional simulators will be purchased in the third phase of the BSVT grant program. An interim software upgrade and new enhancements are targeted for release during the 2016 Annual Meeting in Orlando.

25) V/C Brandenstein reported that the Educational Department is making progress on evaluating E-books for use as a supplement, alternate, and or replacement to hard copy student and seminar manuals.

26) V/C Brandenstein reported that USPS participated in Tall Ships America 2015 events in Cape Charles, Virginia, Philadelphia, Greenport, New York, and Portland, Maine. He reported that the Tall Ships Challenge will return to the Great Lakes in 2016.

27) V/C Gary P. Cheney, SN, reported that the Membership Committee is contacting cyber members and inviting them to attend national meetings in their local area.
28) V/C Cheney reported that the Membership Committee would present the 2015 William D. Selden IV, SN, Member Involvement Awards during the San Diego Governing Board Meeting.

29) The Member Benefits Committee is updating PowerPoints on promoting USPS’ member benefits that be found at usps.org/national/admin_dept/membenefits.htm.

30) V/C Cheney reported that a two-day leadership conference will be held on Friday and Saturday, 20–21 Nov. 2015. It begins with the LD101 seminar followed by a class dinner on Friday night. Saturday will be spent meeting with the Board of Directors individually and as a group. The primary focus will be on departmental leadership issues but will also include general topics and problems facing today’s squadrons. To register go to usps.org/national/ot/LD_Registration_Forms/LD101_Course_Outline_Raleigh_NC_2015-11-20.htm.

31) The Squadron Development Committee was contacted about developing squadrons in Salt Lake City, Utah and Anchorage, Alaska.

32) V/C Cheney reported that information on the Weather-Ready National Ambassador Program can be found at usps.org/national/eddept. The new designation is part of NOAA’s Weather-Ready Nation initiative, which emphasizes building situational awareness and community resiliency in facing increased vulnerability to extreme weather and water events.

33) V/C Louie Ojeda, SN, reported that participation in Depth Surveys and the Adopt-A-Chart programs is increasing on the west coast.

34) V/C Ojeda reported receiving an additional 10,000 vessel safety check decals in 2015, bringing the total to 40,000. 16,611 decals had been issued so far in 2015.

35) The Public Relations Committee is developing a Squadron Rejuvenation Program PowerPoint. The committee reported teaching a Beta Youth ABC Summer Camp for students ages 12 through 14.

36) V/C Ojeda discussed a proposal from the National Meetings Committee to hold the 2016 Governing Board Meeting in Pittsburgh, Penn. V/C Ojeda will ask the committee for additional proposals prior to making a decision.
37) The Environmental Committee reported that the *Environmental Best Practices for Boaters* brochure inventory was depleted. A revised brochure will be posted on the committee’s website.

38) The Marketing Committee is developing a template to create personalized brochures promoting courses and seminars. The committee is also developing a marketing plan for the Educational Department. The committee will present the results of a survey of ABC students who chose not to join USPS to the Educational Department leadership.

39) The Government and Partner Relations Committee prepared a PowerPoint for the 2015 NASBLA Leadership Academy highlighting USPS and how state legislative representatives can help states achieve their goals.

40) V/C Ojeda reported that he would discuss national meeting registration fees and redistricting with district commanders.

41) V/C Ojeda reported that he would ask the Governing Board to reassign the squadrons in District 31 and to subsequently dissolve District 31.

42) C/C Robert A. Baldridge, SN, discussed plans to host a webinar during the 2015 Fall District Conferences in lieu of chief commander’s representatives’ attendance.

43) P/C/C John T. Alter, SN, stated that with the current downward trend in membership it was appropriate to discuss rightsizing USPS, including headquarters and the number of national committees and districts.

Adjourned 1630.
26 August 2015

Called to order at 0830

BOD Advisors Meeting

Attendees:
C/C Robert A. Baldridge, SN
V/C Louie Ojeda, SN
V/C Bob Brandenstein, SN
V/C Gary Cheney, SN
V/C Peter W. Mitchelson, SN
V/C Bob Miller, SN
P/C/C John T. Alter, SN

Guests present:
P/C/C L.M. Barnes III, SN
P/C/C Les Johnson, SN
P/C/C Gillette Gordon, SN
P/C/C Lance Jensen, SN
P/C/C Ernie Marshburn, SN
P/C/C Frank A. Dvorak, SN
R/C David L. Allen Jr., SN
R/C Robert A. Keller, SN
R/C Kay Simkins, AP
R/C Ben Coons, JN
D/C Ann Peltier, SN
Mary Catherine Berube
Tammy Brown
Joe Gatfield, JN, chief commander, Canadian Power and Squadrons
Chris Edmonston, president, BoatUS Foundation
Keith Christopher, national director, Boy Scouts of America

1) Keith Christopher expressed his appreciation for the strong partnership between USPS and the Sea Scouts program. He reported that the organization is developing three educational tracks for Sea Scouts including recreational boating, maritime careers and military careers.
2) C/C Joe Gatfield, JN, reported that CPS-ECP ended the previous financial year with a small surplus. He noted that recently life members contributed toward purchasing a boating safety virtual trainer. C/C Gatfield said that he would meet with the USPS Educational Department leaders to share how CPS-ECP is using electronic media in its educational programs. He reported that as of 1 July 2015 CPS-ECP eliminated free memberships for Pleasure Craft Operator Card holders. They are also focusing on consistent brand messages throughout the organization.

3) P/C/C Ernie Marshburn, SN, reported that he serves on the National Boating Safety Advisory Council. He noted that the USCG Strategic Plan of the National Recreational Boating Safety Program will expire at the end of 2016. He is chairing a sub-committee to develop an updated plan and suggested that USPS should provide input during the developmental stages.

4) D/C Ann Peltier, SN, reported on feedback from district commanders on concerns, ideas and suggestions. Districts are encouraging the USPS Educational Department to focus on new courses, specifically on-the-water seminars, and to reach out to paddle boaters. There are concerns about new brand standards and developing district and squadron websites that market to today’s boaters. District commanders reported that districts remain relevant and are the pathway to squadrons and members. It was noted that national meetings provide a forum for disseminating information and that holding only one national meeting per year could negatively impact communications. Eliminating national representatives attending district conferences could make it more difficult to observe future national leaders. Districts are looking for tools to help officers and committee members develop skills necessary for fulfilling leadership roles.

5) Chris Edmonston reported that BoatUS is faced with many similar issues to USPS such as how to effectively communicate with members and students. He stated that BoatUS will begin offering insurance policies for boat renters and boating instructors. He discussed the online course partnership between USPS and BoatUS Foundation. He reported that BoatUS will increase online course advertising. He stated that classroom boating education remains vital.

6) P/C/C Frank A. Dvorak, SN, discussed the provision in the Endowment Fund Rules that allows using up to 10 percent of the principal in dire circumstances. Following discussion, it was agreed to remove the provision and to present the amended document to the Governing Board for approval.
7) P/C/C Les Johnson, SN, reported that the ad hoc committee appointed by C/C Baldridge to study the District 5 resolution on adding outside directors to the Board of Directors would recommend that the Governing Board defeat the resolution. He noted that the Board is currently inviting outside advisors to attend meetings held in conjunction with national meetings at relatively little cost.

8) V/C Bob Miller discussed the 2016 Budget, which he noted was a balanced budget.

9) R/C Robert Keller, SN, reported that the Committee on Rules approved bylaws revisions for 26 squadrons and four districts in 2015.

10) R/C Keller reported that the Committee on Rules would propose two Bylaws revisions to the Governing Board including *USPS Bylaws, Article 5, Section 5.2.3*, for a procedural change to allow the Board of Directors to schedule Governing Board meetings instead of the Governing Board, and to *USPS Bylaws, Article 9, Section 9.4.1*, to specify holding at least one regular yearly meeting of the Governing Board instead of two.

11) R/C David L. Allen Jr., SN, reported that the Law Committee had determined that USPS has the right to register and hold the copyright to America’s Boating Course, including both the Internet version and the written, manual version. LawCom also responded to requests for clarification of insurance coverage, reviewed hotel contracts and business agreements, assisted squadrons in legal matters, and initiated legal action against the website developer for non-performance of the contract.

12) R/C Allen advised the Board to seek a hold harmless agreement with McGriff, Seibels and Williams to indemnify USPS against potential claims related to the boat insurance program.

13) R/C Kay Simkins, AP, reported that the Planning Committee is working to assist squadrons on communication and leadership issues and merging squadrons and districts. The committee suggested requesting permission to publish the names of life members in The Ensign who make a contribution to USPS.

14) R/C Ben Coons, JN, reported that the balance in the Century Endowment Fund was $1,816,595 as of 31 July 2015, which included $21,206 in new contributions, and $22,687 in investment returns. As of 31 July 2015, he reported that no Century Fund earnings had been
used for special projects and grants approved by the Board of Directors. The balance in the investment fund was $822,003 as of 31 July 2015.

15) R/C Coons reported that the Finance Committee reviewed the 2016 Budget and had determined that the funds necessary to finance the budget can reasonably be anticipated.

Adjourned 1530.