USPS Board of Directors
San Antonio, Texas
3- 7 Sept. 2013

Called to order at 0830

Attendees:

C/C John T. Alter, SN
V/C Robert A. Baldridge, 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 Kay Simkins, AP
R/C Bob Miller, SN
Stf/C Bill Johnson, SN
Mary Catherine Berube
Tammy Brown

Ratification of electronic votes:

Upon a motion to approve, which motion was seconded, discussed and voted upon by the Board of Directors, United States Power Squadrons, the following was approved on 1 May 2013:

1) To replace the headquarters mail server at a cost of approximately $26,000 for hardware, labor and managed services.

Action items approved:

Motions:

1) To recommend that the Governing Board create a Marketing Committee and a Public Relations Committee.

2) To authorize Mary Catherine Berube to sign Affinity Agreement modifications.

3) To approve the 2014 Budget.

4) To allow Vincent J. Praino, a member of USPS, to submit quotes for printing materials.
5) To recommend that the Governing Board approve holding the 2015 Governing Board at the Manchester Hyatt in San Diego, Calif., on 30 Aug. to 6 Sept. 2015, at a room rate of $145 per night.

6) To approve provisional squadron status for Marinette Menominee Provisional Sail and Power Squadron, and to assign the provisional squadron to District 10 for administrative purposes, subsequent to approval of its Bylaws.

7) To authorize the national educational officer to sign state memorandums of understanding.

8) To approve memorandums of understanding with SeaTow Services International and Sea Tow Foundation.

9) To add an additional staff commander to the Marine Environment Committee.

10) To take ownership of the DepthWiz software.

Discussions:

1) Tammy Brown, USPS Marketing Director, presented a proposal to the Board of Directors that would separate the current Marketing Committee into two committees – a Marketing Committee and a Public Relations Committee. The proposal delineated core committee responsibilities and accountabilities.

2) Mary Catherine Berube reported that the United States Coast Guard granted an extension for the On-the-Water Rollout Phase II grant through 31 March 2014. Approximately 100 training events, more than 700 individual on-water training sessions, and 50 instructor-level courses have been held since the grant’s inception. Approximately 212,000 e-mails have been sent to members and non-members promoting 22 local on-the-water training events in 11 geographical areas. Statistics show that about 44 percent of the registrants were nonmembers.

3) Berube reported that the prototype boat handling simulator is on target to be completed by the 2014 Annual Meeting in conjunction with the USPS Boat Handling Simulator Grant.

4) Berube reported that the headquarters staff has begun the process to migrate headquarters accounting, inventory and E-commerce systems to NetSuite. Plans are to go live in first quarter 2014.

5) Berube reported that the upgrade to the headquarters server was in progress and would be complete in approximately two weeks.

6) V/C Gary P. Cheney, SN, discussed revisions to the proposed 2014 Budget, which he noted was a balanced budget. He reported that the Governing Board would be asked to approve a new audit firm to perform the 2013 audit, which will result in approximately $17,500 savings over the 2012 audit fees.
7) V/C Cheney reported that year-to-date revenues were slightly ahead of 2012 at $1,133,000 versus $1,129,000. He reported that as of 31 July 2013 expenses were $105,000 less than one year ago.

8) V/C Jean L. Hamilton, SN, reported that on 27 Aug. 2013 the USPS Website developer presented four designs to the decision Team, headquarters staff members and chairmen of the content and planning teams. She reported that a live demonstration of the selected design would be given during the San Antonio Governing Board Meeting. She reported that the development team is working on the logistics to go live during the 2014 Annual Meeting in Jacksonville, Fla.

9) V/C Hamilton reported that the USPS Website content team had submitted all written and digital content to the developer for the external or public site. The content team is working on the content outline and member tools for the internal or member site.

10) V/C Hamilton reported that the Communications Committee Website Advisers had reviewed 1,062 newsletters for eligibility to receive the Distinctive Communicator Award.

11) The Heritage and Protocol Committee approved a 75-year platinum border for the Toledo/29 squadron burgee and 50-year gold borders for the Delsea/5, Nansemond River/5 and Dallas/21 squadron burgees.

12) The Information Technology Committee continues to support the help desk, SailAngle membership synchronization, DB2000 and upgrading the headquarters mail server.

13) V/C Hamilton reported year-to-date Ship’s Store sales of $99,249 and a 45.73 percent gross margin.

14) V/C Hamilton reported that 4,860 cyber members had joined as of 17 Aug. 2013, with 37 percent renewing their membership.

15) V/C Louie Ojeda, SN, thanked C/C Alter and all USPS members who helped make the 2013 National Scout Jamboree a success. He noted that expenses, which were covered by a grant and contributions, totaled approximately $16,000.

16) V/C Ojeda encouraged squadrons to award honorary memberships to thank and honor community leaders for their service. Certificates are available from USPS headquarters using the MemCom order form, item 8-39-104. The certificates are free at this time, but there is a charge for shipping and handling.

17) V/C Ojeda encouraged squadrons to use the personal approach when contacting members and potential members. He noted that squadrons making personal contacts report successful retention and member retention.
18) V/C Ojeda reported that the new Member Benefits brochure is available free plus shipping charges. Orders can be placed online at http://www.usps.org/national/eddept/files/free_brochure_form.pdf.

19) V/C Ojeda reported on a new member benefit with T-Mobile that offers discounts on wireless voice, messaging, and data services.

20) V/C Ojeda reported that the Leadership Development Committee developed a Nominating Committee Seminar available at http://www.usps.org/national/ot/. The seminar focuses on goals, protocols and rules, and identifying and interviewing candidates.

21) V/C Bob Brandenstein, SN, reported that year-to-date educational sales were down 9 percent from one year ago. Year-to-date ABC3 sales were down 14 percent from one year ago. He anticipated increased revenue from sales of Mariners Learning products and from online courses. He noted that year-to-date expenses were $14,000 less than one year ago.

22) V/C Brandenstein reported on marketing efforts for the online Partner in Command Seminar. An update is appearing in the monthly USPS Broadcast, an article was published in the spring issue of The Ensign, and presentations were made at the 2013 national meetings and district conferences. Social media marketing efforts include a YouTube video, blogs in the Trade Only online magazine, and postings on USPS and BoatU.S. Facebook and Twitter accounts. USPS and Boat U.S. released a joint press release on 29 May 2013.

23) V/C Brandenstein reported that the Brunswick Dealer Advantage Program continues to expand with 119 squadrons participating. He noted that in late-September BDA customer service representatives will follow up with dealerships and partner squadrons.

24) V/C Brandenstein reported that Mariners Learning System will post a monthly newsletter on the USPS website. The newsletter will cover various technical elements necessary for licensed captains such as interpreting navigation rules, seamanship for the mariner, navigation for the mariner, and Maritime Law.

25) V/C Brandenstein reported that many USPS members participated in a Tall Ships event held on 2 Sept. 2013 reenacting the War of 1812 Battle of Lake Erie. Member boats led the Parade of Sail, assisted in maintaining a safety perimeter and proudly flew the USPS Ensign. He noted that the partnership with Tall Ships creates tremendous public relations opportunities.

26) C/C Alter invited R/C Kay Simkins, AP, chairman, Planning Committee, to update the BOD on the USPS Strategic Plan implementation. R/C Simkins reported that the USPS Strategic Plan should contain goals that are meaningful, achievable and measurable. She presented a template on implementing several goals including USPS marketing recognition, membership, and financial stability.

27) V/C Robert A. Baldridge, SN, reported on plans for the 100th anniversary celebration during the 2014 Annual Meeting in Jacksonville, Fla., on 29 Jan. – 2 Feb. 2014. A lighted boat
parade will be held on the St. Johns River in front of the convention hotel on Thursday, and the hotel will host a meet and greet on Friday evening. The City of Jacksonville will provide pole banners throughout Jacksonville Landing, a welcome sign at the Jacksonville Airport, and an evening of entertainment at the Landing. He reported that the theme for the 2014 Annual Meeting Dinner Dance will be a Mardi Gras Ball.

28) V/C Baldridge reported that Cooperative Charting reports are down slightly from one year ago. From 1 April – 15 Aug. 2013, 12 districts, 43 squadrons and 194 members filed Cooperative Charting reports.

29) V/C Baldridge reported that the Environmental Committee is proposing to meet with outside organizations to discuss possible solutions to the environmental and transportation regulations that have impacted the safe and legal disposal of expired safety flares.

30) V/C Baldridge reported on the Recreational Boating Safety Program Visitation Program with the USCG Auxiliary. A presentation was given to district commanders and the Government and Partner Relations and Safety committees during the San Antonio Governing Board. Seminars will be held during the 2014 Annual Meeting to certify program trainers.

31) The Safety Committee reported that 37,625 decals were distributed in 2013 and that 16,655 vessel safety inspections had been reported. The number of vessel examiners reported in 2013 was 1,916 compared to 2,107 in 2012.

32) V/C Baldridge reported that the USCG Office of Boating Safety presents an annual Best of the Best Award to an individual who has contributed to recreational boating safety in more than one area. USPS has been asked to submit candidates for the award. V/C Baldridge will ask district commanders to submit recommendations from their prospective districts.

33) C/C Alter stated that he would discuss the pros and cons of a national meetings registration fee with the BOD advisors.

Adjourned 1530.