USPS Board of Directors
Raleigh, N.C.
19 and 20 November 2015

19 November 2015
Called to order at 0830

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:

R/C Ellen Barbour, SN
R/C David Allen, SN
R/C Craig Fraser, SN
R/C Mary Paige Abbott, SN
Stf/C Paul Mermelstein, SN
P/R/C Nigel Hargreaves, SN
Mary Catherine Berube
Tammy Brown
Lena Padro

**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 allow the headquarters executive director and/or the chief commander to sign any and all contracts between USPS and any outside entity after approval by the Board of Directors and proper vetting by the Law Committee

2) To present a Flame of USPS Award to C/C Joe Gatfield, AP, Canadian Power & Sail Squadrons.

3) To authorize the headquarters executive director to sign a contract with the Pittsburgh Sheraton Hotel for the 2016 Governing Board, at a room rate of $129 per night, from 21—28 Aug. 2016.

4) To dissolve Three Forks and Dubuque provisional squadrons.

**Action items approved:**

**Motions:**

1) To offer 18 months membership for the price of 12 months’ dues for any course completion.

2) To spend up to $10,000 of Endowment Fund earnings in 2016 to cover $50 per student for Leadership Development Training Programs.

3) To dissolve Lake Seminole Provisional Squadron.

4) To request that the Committee on Rules amend *USPS Bylaws*, Section 8.2, to assign new members and transferring members to the provisional squadron and to the sponsoring district before the provisional squadron is chartered.

5) To hold the 2017 Governing Board Meeting at the Hilton Dallas Lincoln Centre, Dallas, Texas, at a room rate of $145 per night, from 10—17 Sept. 2017.

6) To dissolve Red Jacket/6, Carquinez/25, and South Bay/28.

7) To spend up to $5,000 to determine if there are sufficient assets owned by Pam Conrad, Next Generation Web Design and/or iStrategist, Inc., to make pursuing the action cost effective.

**Discussions:**
1) Mary Catherine Berube updated the Board on grants. The balance in the OTW Rollout Phase III grant was $70,191.67 as of 31 Oct. 2015. The grant was extended through 31 March 2016. Berube reported purchasing an iContact account, an e-marketing tool, which will be used to promote POTW events.

2) The balance in the Simulator II and III grants was $5,316.88 and $153,790.76, respectively, as of 31 Oct. 2015. Grant II was extended through 30 Nov. 2015. Berube reported that the BSVT Simulator Program won the 2015 NASBLA Innovations Award, which is presented annually to the program or initiative that demonstrates the highest level of innovation leading to advances in boating safety. Units 14 through 18 have been purchased and should be available by year-end.

3) The balance in the Digital Media Library grant was $132,343 as of 31 Oct. 2015. Video scripts were reviewed by the USCG, and their comments were incorporated. Video shoots are scheduled in the Naples and Marco Island, Florida area.

4) The balance in the Spanish ABC Classroom grant was $48,920.26 as of 31 Oct. 2015. Editing and text review is scheduled for completion on 6 Dec. 2015. Tammy Brown and the Marketing Committee will develop an outreach marketing strategy.

5) The balance in the Spanish ABC Online grant was $128,748.37 as of 31 Oct. 2015. The grant team is in the process of seeking bids to update the ABC3 online course and develop a Spanish version.

6) Tammy Brown reported that she is working with the Marketing Committee to improve communications with districts and squadrons on following brand standards. Stf/C Paul Mermelstein, SN, stated that a squadron newsletter template can be found in the Brand Standards Manual at www.usps.org/images/Exec/Marketing/Branding_Manual.pdf. The Information Technology Committee is working with the Marketing Committee to develop templates for district and squadron websites.

7) Brown reported that she has been in contact with several potential corporate partners for 2016. The Board agreed to add a new corporate member level at $25,000.
8) Representatives from the R+M Agency updated the Board on the Brand Assessment study. The agency reported that they had confirmed the research plan, assessed five member surveys, reviewed six outside agency reports focusing on motivations of the recreational boating industry, membership marketing challenges, and millennial participation drivers and influences, conducted online surveys of the general boating public, completed a brand assessment, and provided an executive summary with recommendations. They identified the current membership demographics and how to improve communications with current and potential new members. The next steps will focus on brand messaging and how to distinguish the USPS brand in the marketplace.

9) V/C Robert C. Miller, SN, reported that he anticipated a deficit of approximately $40,000 to $60,000 in 2015. He estimated that operating income would be approximately $65,000 under budget, and that expenses would be approximately $20,000 under budget.

10) V/C Miller reported that he was working with the USPS insurance agent to reduce insurance premiums in 2016.

11) V/C Miller offered a number of cost reduction ideas from the Finance and Budget committees, with the most significant being reducing or eliminating inventory by converting all educational manuals to ebooks, drop shipping Ship’s Store orders, and consolidating national committees where feasible, thereby reducing travel and other meeting expenses.

12) V/C Peter W. Mitchelson, SN, reported that contact information for all members holding a national, district or squadron job has been added to the iContact database to enable sending targeted email messages. V/C Mitchelson requested that vice commanders appoint a representative to facilitate departmental messaging sent via iContact.

13) V/C Mitchelson requested that vice commanders appoint a representative to facilitate a national GoToMeeting account for their department.

14) V/C Mitchelson stated that assigning provisional squadrons to the unattached District 90 causes administrative issues. He also noted that the sponsoring district cannot access data on members assigned to provisional squadrons.
15) V/C Mitchelson reported that headquarters is sending a new member packet to trial members joining from October through December 2015 to determine if there is any effect on renewal rates.

16) V/C Mitchelson reported that the Ship’s Store Committee will test a new order processing system at the 2016 Annual Meeting.
17) The Communications Committee is accepting newsletter recommendations for the 2016 Distinctive Communicator Award through 30 Dec. 2015.

18) The Information Technology Committee continues to provide support for the webservers, the USPS Website, DB2000 issues, online exams for the ABC online course, and requests for proposal for the ABC3 Online Grant

19) The Ship’s Store Committee reported $86,416 in sales through 31 Oct. 2015 and a gross margin of 30 percent.

20) V/C Mitchelson recommended that headquarters stop mailing ED-6 forms to save postage and printing costs. He noted that course completions are available via DB2000.

21) V/C Mitchelson reported purchasing a ShareFile account that will enable storing and sharing files on a secure site.

22) V/C Mitchelson noted a discrepancy in the USPS Bylaws related to the number of days required to file a petition for nomination at annual and governing board meetings. C/C Baldridge will ask the Committee on Rules to draft a Bylaws amendment to correct the discrepancy.

23) V/C Gary P. Cheney, SN, reported that updated procedures for the Finley Sea Scout Service Award can be found at www.usps.org/national/membership/memcom/awards_index.html.

24) The Leadership Development Committee will offer LD102 and LD103 during the 2016 Annual Meeting in Orlando. The committee reported that 213 students completed leadership development classes in 2015.

25) V/C Cheney discussed members receiving pecuniary benefits. He will prepare a policy for Board review.
26) VC Bob Brandenstein, SN, reported that YTD 2015 net educational sales were $581,873, or 3.5 percent less than one year ago. ABC3 online sales were down slightly from one year ago. He anticipated an increase in AB3 online sales in 2016 due to online exams and the release of a Spanish language version.

27) V/C Brandenstein reported that five online seminars were available, including Partner in Command, Boating on Rivers, Locks and Lakes, Weather for Boaters, Hurricane Preparation for Boaters, and All About Marine Radio. He reported that the USPS team and BoatUS agreed to postpone developing new online seminars and focus on marketing and increasing sales.

28) V/C Brandenstein reported that the Program Partner Relations Committee is revitalizing the Brunswick Dealer Advantage Program to increase squadron and dealer participation. A tracking system was developed to identify squadron classes held at Brunswick facilities. The committee reported that the Discover Boating initiative is moving forward with commitments from squadrons to participate in 13 of the 17 Progressive Insurance Boat Shows scheduled between June 2015 and February 2016. BSVT units will be displayed at these shows.

29) The Tall Ships Challenge 2016 will be held in the Great Lakes region. The Program Partner Relations Committee will host a booth and demonstrate a BSVT unit at each of these events with the help of local districts.

30) V/C Brandenstein reported that as of 30 Sept. 2015, BSVT units were reserved 71 times by districts and squadrons across 28 states. Currently, all units are managed at headquarters as software upgrades are initiated and hardware changes are incorporated. With the procurement of five additional units, the team is evaluating locating units in designated regions to facilitate shipping and to reduce costs.

Adjourned 1630

20 November 2015

Called to order 0830
1) V/C Louie Ojeda, SN, reported that the Information Technology Committee assisted in developing a request for proposal for the ABC Spanish Online Grant. Four potential vendors have been identified.

2) V/C Ojeda reported that the Cooperative Charting Committee is revitalizing the Cooperative Charting Program with the goal of increasing participation.

3) V/C Ojeda reported that he is working with the National Meetings Committee on potential hotel sites for future national meetings.

4) The Safety Committee reported 25,635 vessel safety checks performed by 1,687 vessel examiners as of 30 Nov. 2015. The committee will offer a CPR/First Aid Training seminar during the 2016 Annual Meeting.

5) The Marketing Committee is developing a tutorial for instructors on marketing membership to students and a marketing primer to explain the differences between marketing and public relations.

6) V/C Ojeda reported that the hold harmless licensing agreement with McGriff, Seibels & Williams to indemnify USPS against potential claims related to the boat insurance program is being reviewed.

7) V/C Ojeda reported that Tampa Sail and Power Squadron members developed MuVit, a virtual boating trainer, which can be incorporated into an ABC class. The unit will be demonstrated during the 2016 Annual Meeting.

8) V/C Ojeda reported that Bare Cove/12 will merge with Old Colony/12 and Worcester County/12 will merge with Nobscot/12.

9) C/C Robert A. Baldridge, SN, shared a letter from C/C Joe Gatfield, AP, Canadian Power and Sail Squadrons thanking USPS for honoring him with the Flame of USPS Award presented by C/C Baldridge during the 2015 CPS Annual Meeting.

10) C/C Baldridge discussed feedback on the virtual town halls held during the 2015 Fall District Conferences.
11) R/C David Allen, SN, updated the Board on resolving issues with the website developer and nonperformance of the contract.

12) R/C Allen discussed the advantages and disadvantages of restructuring the Endowment Fund into a trust or charitable trust.

13) /R/C Mary Paige Abbott, SN, reported that she participated in a meeting with the USCG Auxiliary on coordinating efforts between USPS and the Auxiliary.

14) R/C Ellen Barbour, SN, reported that the slate of 2016 nominees will be completed in early December 2015.

15) R/C Craig Fraser, SN, reported that NASBLA had approved the ABC online course in 29 states to date. C/C Baldridge requested that the Educational Department advise squadrons of the new NASBLA requirements.

Adjourned 1200.