USPS Board of Directors

New Orleans, LA

11, 12 June 2015

11 June 2015

Called to order at 0815

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

P/R/C Nigel Hargreaves, SN

Mary Catherine Berube

**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 motions were approved:

1) To transition the existing USPS Employee 403(b) Retirement Plan from individual annuity contracts to a group contract that would consolidate the plan assets and reduce administrative burdens and compliance oversight. The proposed plan will also give employees better access to their accounts and tools to make appropriate investment decisions.

2) To approve the following amendment to the original motion approving the USPS Employees Retirement Plan:

WHEREAS, the Agency has maintained the United States Power Squadrons Tax Sheltered Annuity Program ("Plan") since 1-01-1992 for the benefit of eligible employees.

WHEREAS, the Agency has decided to amend the Plan and Trust effective July 1, 2015

WHEREAS, the Corporation wishes to appoint Mary Catherine Berube as Trustee(s) of the Plan.

NOW, THEREFORE, BE IT RESOLVED that the Agency hereby adopts the United States Power Squadrons Employees Retirement Plan to be effective on 7-1-15.

RESOLVED FURTHER that the Executive Director or the Agency is authorized to execute the amended Plan document and perform any other actions necessary to implement the adoption of the Plan amendment. The Executive Director may designate any other authorized person to perform the actions necessary to amend the Plan. A copy of the Plan shall be retained in the business office of the Agency.

RESOLVED FURTHER that the Agency will act as administrator of the Plan and will be responsible for performing all actions necessary to carry out the administration of the Plan. The Executive Director may designate any other person or persons to perform the actions necessary to administer the Plan.

RESOLVED FURTHER that Plan participants shall be provided with a summary of the Plan provisions within a reasonable period of time following the adoption of the Plan.

**Action items approved:**

1) To authorize Mary Catherine Berube to sign a contract for $54,500 with R+M Agency to conduct a comprehensive brand assessment study,

2) To spend $5,000 of the Friends of Marketing Fund for the R+M contract with the balance paid by Endowment Fund earnings.

3) To appoint Stf/C Shirley Heald, AP, chairman, and R/C John Miller Jr., JN, staff commander, of the Program Partner Relations Committee.

**Discussions:**

1) Mary Catherine Berube updated the Board on headquarters marketing. Tammy Brown reported working with the Educational Department on an initiative with Discover Boating to share booth space at several NMMA boat shows. The administrative costs will be paid by Discover Boating, and local squadrons will provide staff support. The first show will be held in San Diego, Calif., from 18 to 21 June 2015.

2) Brown reported that she is working with the Marketing Committee on a marketing presentation for the San Diego Governing Board Meeting and on the squadron revitalization initiative in California.

3) Brown is continuing to seek corporate sponsorships and is currently in discussions with Garmin and Dick’s Sporting Goods.

4) Berube reported that the balance in the On-the-Water Rollout Phase III grant was $94,500, and the balance in the USPS Boat Handling Simulator II was $50,500 as of 31 May 2015. These grants will expire on 30 Sept. 2015.

5) Berube reported receiving three USCG grants totaling $413,000 in 2015. The first is the Engaging Hispanics in Recreational Boating Education Grant for $50,000 to convert the classroom and online versions of America’s Boating Course to Spanish. The second is a third generation United States Power Squadrons Boating Skills Virtual Trainer Grant for $292,180, which includes funding for additional units, marketing, Hispanic and youth outreach, and impaired boating and personal watercraft skill training. The third is a Recreational Boating Media Library Grant for $175,000 to develop a media library of videos and graphics on boating safety and skills training that can be accessed by USPS, other boating organizations, and the boating public.

6) V/C Robert A. Miller, SN, reported that year-to-date revenue totaled $828,558 and expenses totaled $814,880 through 30 April 2015.

7) V/C Peter W. Mitchelson, SN, proposed redesigning the new member certificate and to create a separate educational/achievement certificate. Headquarters will being working on a design for the membership certificate, and an ad-hoc committee is working on a replacement educational/achievement certificate.

8) V/C Mitchelson reported that the Communications Committee posted new guidelines for newsletters and websites on the committee’s website.

9) V/C Mitchelson reported that the IT Committee is integrating online web processes to automate online educational material and exam orders. The committee is also developing a website template for national departments and committees that conform to branding standards.

10) V/C Mitchelson reported that when a squadron dissolves the remaining members will be transferred to the Cyber/Internet Squadron.

11) V/C Mitchelson reported that 2,762 new members joined from 1 Jan. through 1 June 2015. Of that number, 1,645 were trial members, or 59.56 percent. He proposed issuing trial members a temporary membership card until they renew and pay dues.

12) The Ship’s Store reported sales of $59,992 from 1 Dec. 2014 through 1 June 2015, with a gross margin of 35.8 percent.

13) V/C Gary P. Cheney, SN, discussed the benefits of all members paying one-year’s dues for 18 months’ membership. He will discuss with the Membership Committee and report back to the Board.

14) V/C Cheney reported that the updated procedures for membership contests are posted at [*www.usps.org/national/membership/memcom/awards\_index.html*](http://www.usps.org/national/membership/memcom/awards_index.html)*.*

15) V/C Cheney reported that plans are underway to host a Leadership Academy during the November 2015 Board of Directors meeting in Raleigh, N.C. LD101will be taught on Fri., 20 November, and a strategic planning session with Board members will be held on Sat., 21 November. Attendance will be limited to 50.

16) V/C Bob Brandenstein, SN, reported that year-to-date educational sales totaled $327,700, or 8 percent less than one year ago. He reported that sales of Electromechanical Systems products and Boating Skills Virtual Trainer units offset the declines in sales of other educational products. He reported that sales of online seminars continue to increase slowly. He anticipated that sales revenue from online courses would boost Educational Department revenue as online marketing skills improve.

17) V/C Brandenstein reported that online ABC3 sales through May 2015 were up 6 percent compared to one year ago.

18) V/C Brandenstein updated the Board on the District 20 Resolution on the Instructor Development course. He noted that the Instructor Development Committee developed new grading procedures as follows:

1. Going forward an ID candidate’s grade will be comprised of two parts:
a) A passing grade (grading scale and scoring under final review) on the candidate’s 15-minute presentation. Grading of the candidate’s presentation can be performed locally by any currently certified USPS instructor.
b) A passing grade on the candidate’s lesson plan. Grading of the lesson plan can also be performed locally by any currently certified USPS instructor.
c) A candidate must achieve a passing grade on the presentation before the lesson plan will be evaluated.
2. These procedures allow roughly 50 percent of the ID grade to come from the squadron instructor and SEO.  This 50 percent would be split 40 percent on the instructor’s evaluation of the required 15 minute presentation, and 10 percent based on the SEO’s acceptance of the student as a squadron instructor.  The other 50 percent of the grade would be from the lesson plan. (Currently the lesson plan counts as 100 percent of the grade).
3. If there are no currently certified instructors in the squadron or in the district, the grading can be done by the ID Committee.
4. Before approving candidates’ grades for entry into the records, the ID Committee will review each set of grades for consistency.
5. An appeal process to the Educational Department Leadership team will be available, should the course Instructor disagree with decisions rendered in item 5 above.

19) V/C Brandenstein reported that the online Hurricanes and Boats seminar had been released. He noted that BoatUS will release an expanded version of this seminar soon. He noted that the Using-VHF-Radio seminar would launch soon, and that upcoming titles include Using-GPS seminar, How-to-use a Chart seminar, and the first phase of Cruise Planning.

20) V/C Brandenstein reported that both USPS and VDI are receiving inquiries on purchasing BSVT units. He noted that the Canadian Power and Sail Squadrons, the U.S. Coast Guard Auxiliary, and several state and international boating administrators are potential buyers. V/C Brandenstein noted that there are two supporting websites, one for internal reservations [*www.usps.org/php/bsvt*](http://www.usps.org/php/bsvt) and one for external sales and promotional information [*www.usps.org/boatingskillsvt*](http://www.usps.org/boatingskillsvt)*.* The internal website requires a certificate number and password to access the calendar and reservation system and the instructor and technical manuals.

21) V/C Brandenstein reported that the Educational Department is evaluating technology to produce educational materials in E-book format starting with student materials used in the Boating Handling and Basic Public Education courses.

### 22) V/C Brandenstein reported that USPS will participate in the Tall Ships Challenge Atlantic Coast 2015. USPS will display a BSVT unit at events in Philadelphia, Pa., Greenport, NY, and Portland, Maine.

23) V/C Brandenstein reported that the Educational Department is considering changing the requirements for Senior Navigator to include passing all elective courses. Currently, the requirement is to pass six of eight elective courses.

24) V/C Louie Ojeda, SN, reported on the District 5 Resolution on adding outside directors to the Board of Directors. He noted that the ad hoc committee studying the resolution will make its recommendation to the Governing Board in San Diego.

25) V/C Ojeda reported that the Government and Partner Relations Committee is revising the memorandum with the National Safe Boating Council. The committee is also working on a memorandum of understanding with Indiana.

26) The Cooperative Charting Committee reported that the geodetic mark recovery program was restarted on 1 June 2015. New procedures and requirements are posted on the committee’s website. The Cooperative Charting Committee plans to hold a Geodetic Walk during the San Diego Governing Board Meeting.

27) V/C Ojeda reported that the Public Relations Committee is developing a Squadron Rejuvenation Program.

28) The Environmental Committee is revising the brochure for districts and squadrons on starting an environmental project.

29) V/C Ojeda reported that USPS distributed 30,000 vessel safety check decals in 2015 and that 10,700 inspections had been reported to date. He reported that headquarters would receive an additional 10,000 decals within the next few weeks. Squadrons can verify the number of decals received and the total inspections at *www.usps.org/national/hq/vsrpt2.txt*.

30) V/C Ojeda reported that he would ask the Governing Board to dissolve District 31 and to assign the remaining squadrons to new districts during the San Diego Governing Board.

31) V/C Ojeda reported that the Marketing Committee is developing a plan to market educational products both internally and externally.

32) C/C Robert A. Baldridge, SN, stated that he would ask R/C David Allen, SN, national law officer, to draft an exhibitor agreement to prevent exhibitors at national meetings from soliciting USPS members without permission.

Adjourned 1615

12 June 2015

Called to order at 0915

1) C/C Baldridge reported notifying district commanders that there will not be a chief’s commander’s representative attending the 2015 Fall District Conferences unless there is a change of watch. He proposed setting up a series of webinars during district conferences that would be hosted by a Board members.

2) C/C Baldridge reported that the Finance Committee would present a revised Endowment Fund Agreement to the Governing Board for approval in San Diego.

3) R/C Ellen Barbour, SN, reported that the Committee on Nominations is working on the list of potential candidates to be interviewed during the San Diego Governing Board Meeting.

4) The Board discussed the 2016 Budget and the schedule to complete the budget by the San Diego Governing Board Meeting.

Adjourned 1100.