

## 2012- 2013 US Sailing Board of Directors Meeting Minutes

May 3, 2013

In attendance Ed Adams, Josh Adams, Charlie Arms, Shannon Bush, Vice President Bruce Burton, John Craig, Susan Epstein, JJ Fetter, Executive Director Jack Gierhart, Joy Hadley, George Hinman, President Tom Hubbell, Rich Jepsen, Jeff Kerins, Amy Larkin, Secretary Patty Lawrence, Georgia McDonald, Maureen McKinnon, Lee Parks, Chris Petracco, Ben Richardson, Dawn Riley, Treasurer Taran Teague, Jim Teeters, Jim Tichenor, Liz Walker, Jim Walsh, Bobbi Warren and via phone: Sarah Alger, Brian Hawboldt, and Hank Stuart. Guests: Steve Benjamin standing in for Bill Lee, Rich Jepsen, Dick Rose and Bjorn Johnson

The meeting was called to order at 10:30 am EDT at Harbour Court in Newport, RI.

1. The Consent Calendar was moved, seconded, and approved.
  - Minutes from February 18, 2013 and March 18, 2013
  - Committee roster updates
2. President Hubbell noted in his report that he'd traveled to St Petersburg Yacht Club and Community Sailing Center, Jacksonville –Florida Yacht Club, Indianapolis Sailing Club, and accompanied by staff spoke at the Interlake Yachting Association meeting. Tom plans to visit some West Coast clubs later in the summer as well as attending multiple regattas from New Jersey to Wisconsin.
3. Executive Director Jack Gierhart remarked on a few highlights from the staff reports which were presented in a book that was distributed to all present. Generally progress against goals is tracking well. Jack and Bruce Burton visited Detroit Regional Yachting Association (DRYA) and the Gulf Yachting Association (GYA) and met with leaders in both regions. In both meetings they learned that USS must communicate much better with the RSAs, which will improve relations and serve as a foundation for membership growth. Jack and Bruce will continue to meet with RSAs to this end. The new four hour Coastal Safety at Sea seminar in April in Oakland, CA was well received.
4. Treasurer Taran Teague reported that the March financial statements are tracking well against budget. The investment committee updated the Investment Policy in the first quarter. The committee plans to re-evaluate all restricted funds policy for June meeting.

We have hired Clifton Larson Allen as our new accounting firm. Several recommendations have been presented for discussion. An impact statement will review three items:

- Method of revenue recognitions for membership dues
- Sponsorship accounting
- Volunteer time, as in-kind contributions, as it relates to publications should be recognized as revenue when capitalized

The audit firm complimented Bobbi Warren and her staff on job well-done.

5. The written Olympic Report from Josh Adams was included in the Q1 staff report. Josh highlighted several items.

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In an effort to get more youth in high performance boats, the OSC appointed a Pathways Committee for youth development and includes a long-term strategy called VISION 2024. It looks to 2016 and beyond and includes six critical factors for success. VISION 2024 will be made public.

Mark Littlejohn has been hired as a new coach to work with the single-handed classes and will spend time in Rio de Janeiro.

The Medalist Committee, which includes Ben Richardson, Ben Kinney, Bruce Burton, Dean Brenner, and Josh has been busy contacting key medalists and is starting to see Medalist renewals for 2016. Additionally there has been a fair amount of activity on sponsorship with the hopes to have firm deals next quarter.

The US has been on the podium in the Miami, Palma, and Hyeres at the World Cup Series. The Women's 470 team has sailed exceptionally well.

Regional sailing centers are part of the Olympic plans as they provide more places to train and will focus on select boats. At Oakcliff, Hunt and Betsy Lawrence are building fleets of Narcas, 49ers and 49 FX. Other sailing centers, which focus of other equipment, are being planned around the country.

Leandro Spina will focus on youth development and reports to Charlie McKee. Andrew Campbell is also helping with this project. Eventually the goal is to have a stand-alone full-time position with 100% focus youth development.

- 6 Division Chair Charlie Arms and Training Committee Chair Rich Jepsen jointly reported on the education division.
  - They would like Board-level objectives for 2014.
  - Joy Hadley is doing a great job with training and the team includes enthusiastic new hires with the budget intact. Paula Dineen, in the newly created position of Instructional Designer, is a great new addition to the staff.
  - Betsy Alison and Stu Gilfillen created an Adaptive Sailing Resource Manual which is receiving high marks and already Italy has already asked to translate it. It is available open source in the web.
  - The training department had applied for two grants including drivers' education for boating and the REACH program.
  - Short, single topic Safety-at-Sea seminars are in development. They will be templates for delivery by local experts around the county.
  - New small boat safety clinics will be developed by the Training Department. SAS will remain in the Offshore Department.
  - Sail Canada and the Training Department are exchanging information about our REACH curriculum and their exceptional online certification program.
  - Rich met with George Day and Patty Lawrence in Oakland about the goals of the Cruising Committee and how it make US Sailing more relevant to cruising sailors
  - Some states require licensing instructors which is a duplicate to our certification program. On May 7<sup>th</sup> Rich will meet with Jim Muldoon to discuss streamlining the two programs. NASBLA wants to rewrite licensing standards.

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- A small budget hampers the Commercial Sailing Committee’s efforts to build the US Sailing brand.
  - Building a photo library of training images and quality photos of are needed.
  - Marketing for training needs better coordination for a more effective message and to ensure marketing funds are spent wisely.
7. Management Division Report—Sarah Alger submitted a written report. She welcomed Membership Director, Georgia McDonald, aboard. Some committee chairs would like to see an improved partnership between the volunteers and staff in the Management Division. Perhaps reaching out to our members is one place the volunteers might be effective to reach the goal of 60,000 by end of Tom’s presidency. First year retention is critical and the membership department is evaluating best way to do obtain and retain members. They are also looking at program that will segment data so that communication can be personalized.
  8. Championships Division Chair Shannon Bush highlighted key points from her written Championship Report. The Women Match racing remains a Championship, but in practicality is a development event as it is a grade 3 event. The International Women’s Championship has entries from two countries and the same PRO for third time. Work continues on the Adams Cup.
  7. Steve Benjamin gave the Big Boat/Offshore report for Bill Lee. The Offshore department is ready to promote the Universal Measurement System but needs additional funding. Bjorn Johnson is editing the 42 pages Offshore Regulations down to five. The PHRF component of the database will launch on May 7<sup>th</sup>.
  8. Brian Hawbolt gave highlights of his written Inshore report. He spoke with George Day about the goals of the Cruising Committee and noted US Sailing already offers cruisers many benefits including education, safety training, and insurance. Cruising sailors are a target-rich environment for membership growth. The One Design Class Committee contacted classes about their US Sailing dues which resulted in a 20% class membership increase. Multi-hull and Team Racing Committee need to define their mission to include class development. There are separate committees for championships.
  9. Venues Division Chair Jim Tichenor submitted a written report and the Terms of Reference for the RSAC. A motion was made, seconded, and passed to adopt the Terms of Reference for the RSAC with modifications. (see attached.)
  10. Stuart Neff presented the Windhaven Report. Two thirds of our funds are invested in the growth portfolio and one third invested in moderate options. The distribution is rebalanced every quarter and when something extraordinary happens. He reviewed the early results of our investments which are very good.
  11. Hank Stuart - Race Administration
    - The May 2013 Race Administration summit is postponed to fall 2013.
    - Race Management is updating seminar and testing materials to align with the 2013-2016 rules.
    - We need more US umpires on ISAF committees and events.

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- Clubs are welcome to host seminars in addition to RSA's.
- RC Harmon Hawkins trophy nominations are open until Sept 1.
- ISAF applications are coming in and will be before the Board in June.

12. Old Business

A task force appointment is in the works for a Measurer's Committee and to determine its objectives.

13. New Business

- Tom Hubbell reported having appointed a panel including Betty Sherman, chair, John Jourdane, Dave Ullman, and Bill Stump, to investigate the Islands Race accident in California on March 8, 2013. Their report is coming soon.
- The 2014 AGM will be in Captiva, FL and the February 2014 Leadership Forum in San Diego. The leadership summit brings together NSPS, Offshore, ODSS, the Yacht Club summit and industry. A trade show component will be open to the general public.
- Dick Rose joined us via phone from Seattle to discuss a great new sailing website called "sailpdx" which was created by the Oregon Corinthian Sailing Association (OCSA). Their mission is to promote sailing and racing locally and references all local sailing opportunities. Many areas have similar sites and if they do not, are encouraged to develop them. US Sailing should help promote and connect these websites to promote grass roots sail growth. This was taken under advisement by Membership.
- A motion was made, seconded, and passed to approve the Byte Worlds at Sail Newport in August. Both organizations are members of US Sailing.
- A motion was made, seconded, and approved to make Georgia MacDonald signatory on US Sailing checks.
- A motion was made, seconded, and approved to add Jack Gierhart to the Merrill Lynch account. Charlie Leighton's name is removed.
- A motion was made, seconded, and approved to make Gary Jobson a Councilor of Honor, joining the other past presidents.
- Bruce Burton led a discussion about the benefits of relationship building and connecting with our members to build trust. Members want staff responsiveness. The Board, staff, volunteers and, in particular, the area coordinators are tasked with building connectivity.

The meeting adjourned at 1:45.

Respectfully submitted,  
Patty Lawrence

{The board, staff, and division chairs spent the next 3.25 hours in work groups and collectively addressing two questions. How can we better serve our members and future members? How can each area of the organization keep newer, developing sailors from dropping out of the sport, addressing problems such as lack of social connectedness with sailors, lack of access to water and boats, and incomplete skill-attainment?}