



In attendance: Board: Ed Adams, Josh Adams, Vice President Bruce Burton, JJ Fetter, Susan Epstein, Executive Director Jack Gierhart, George Hinman President Tom Hubbell, Secretary Patty Lawrence, Ben Richardson, Treasurer Taran Teague, Jim Walsh. Area Directors and Guest: Charlie Arms, Brian Hawboldt, Amy Larkin

Regrets: Maureen McKinnon, John Craig, and Dawn Riley

1. The meeting was called to order at 8:00 PM EDT and the roll call established a quorum.
3. The consent calendar was moved, seconded, and approved.
  - June 17, 2013 Meeting Minutes
  - Umpire Application Document

Announcements: Tom asked the board follow up with Georgia McDonald's note requesting board help promoting the member partner program at targeted clubs.

Marketing Director, Amy Larkin, shared slides on our next generation web page which is headed up by the Marketing and IT departments and Chris Luppens and the web committee. The new site sports five main tabs on the home page: Sailors, Instruction, Officials, Organizations, and New Sailors. The site places emphasis on constituents rather than departments. The content is written especially for the web and Amy shared a guideline document for web content. In July 2013, there were approximately 46,000 unique visitors on the web.

In his report, President Tom Hubbell reminded everyone that one goal of the AGM is to have each board member bring two friends.

- Bruce Burton and George Hinman gave an update on the RSA's they have contacted. RSA initiative updates from Board members is an ongoing project.
- International Women's Keelboat Championship (IWKC) was canceled for lack of registrants.
- The Island's Race Report will be published after it is reviewed by the sailors' families.
- Tom spoke at the 109 boat Thistle Class Nationals about US Sailing benefits.

Executive Director Jack Gierhart reminded the Board that the deferred revenue will be recorded differently with the new auditor's guidelines.

- The Offshore Department revenue is off as there are fewer races offshore this year and fewer certificates issued in both ORR and IRC.
- Sponsorship revenue has been reallocated to the Marketing Department.
- The search is ongoing for CFO Bobbi Warren's replacement and there Jack has received a number of resumes.
- One hundred and twenty have signed up for the Sailing Leadership Forum in San Diego. The curriculum is taking shape.
- The Membership Department is continuing to add detail and numbers to the 60K plan.
- Rolex is sponsoring the awards dinner at the AGM and so reducing the ticket cost. Their support is much appreciated.



- A playbook is in the works for the RSA's so that they have a resource on best practices for area coordination and communication.

Treasurer Taran Teague noted that the accounting change will translate into an initial hit to our assets but overall will be favorable for managing cash flow. Volunteer time in-kind will also be a positive impact on the budget and the finance department is working on an estimate of volunteer hours.

In his Olympic Report, Olympic Managing Director Josh Adams noted several items:

- The High Performance Plan, written by Josh, Ben Richardson, Meredith Muller, Charlie McKee and with input from others is a comprehensive document that is updated each year and was submitted to the USOC August 1. An abridged document will be shared with the athletes and the Board at the AGM. US Sailing will meet with the USOC in Portsmouth this fall.
- The Olympic Department is tracking performance both going forward and back two quadrenniums. One highlight of this exercise revealing the importance of youth development and class depth. A comprehensive look will be provided to the Board in October.
- The Board is invited to Oakcliff's grand opening as a US Sailing Team Sperry Top-Sider Training Center in Oyster Bay. Representatives from Sperry will be present and festivities include, Nacra, 49er and 49FX sailing demos, rope cutting with line supplied by sponsor Yale Cordage, and a champagne toast honoring Hunt and Betsy Lawrence who have bought the boats.

No division reports were scheduled for the August meeting.

Organizational Reflections - Each board member was given an opportunity to comment on the work of US Sailing and several were impressed with US Sailing outreach and the number of events and sailors that we touch..

The meeting adjourn at 9:28 pm EDT.

Respectfully Submitted  
Patty Lawrence