



**2013- 2014 US Sailing Board of Directors Meeting Minutes**  
**February 9, 2014**  
**WebEx 7:30 AM PST**

In attendance: Board: Josh Adams, Steve Benjamin, Vice President Bruce Burton, JJ Fetter, Executive Director Jack Gierhart, George Hinman, President Tom Hubbell, Secretary Patty Lawrence, Sheila McCurdy, Maureen McKinnon, Ben Richardson, Dawn Riley, Treasurer Taran Teague, Dave Ullman, and Jim Walsh

Guests: Susan Epstein, Chuck Hawley, Stan Honey, Bjorn Johnson, Bill Lee, Dan Nowlan, Georgia McDonald, and Jim Teeters.

1. The meeting was called to order at 7:35 AM PST and the roll call established a quorum.
2. Announcements: The May meeting is moved from Friday, May 2 to Thursday, May 1 and will be held in Newport.
3. The consent calendar was moved, seconded, and approved.
  - January 20, 2014 Meeting Minutes
  - KONA Worlds
4. Jack Gierhart, Executive Director, reported:
  - Beginning in 2014, a flat fee to host a championship will be charged rather than a per entrant fee.
  - The Measurement Committee is moving forward.
  - A windsurfing committee needs to evaluate the windsurfing training program. The board suggested a list of names and Tom will follow up.
  - The yearend projections have changed as project-related donations and the net (excluding Olympic) are accounted for differently. This improves the numbers.
5. Treasurer Taran Teague noted that in 2013 we moved funds to Windhaven, hired a new auditor, and updated expenditure and investment policies. We have a strong income and a strong balance sheet. She also noted that 37% of our revenue is from membership and one goal for 2014 is to improve the financial outlook for the Offshore Department.

One project for the Offshore Department includes creating a UMS consumer application and database that will store results. Sponsorship money is available to fund this project and Jack is optimistic that a draft agreement will be in place next week.

6. Josh Adams gave the Olympic report.
  - Dianna Kareta and Josh work closely to maintain the cash worksheet which reflects the true cash position and is better linked with balance sheet.
  - Joannie Tripp is now the Olympic finance manager which is a part-time position. Joanie was very helpful in Miami for the World Cup.



- The second Youth Olympic Games are in August 2014 and we will be sending teams in two of the four events. Participants will be selected in the next few weeks and Leandro Spina will lead the team.
  - ISAF Sailing World Cup Miami is a signature event for the Olympic Committee and one of the biggest events in the country. In January 2014, 580 sailors representing fifty countries competed. Oakcliff was a sponsor and board members Taran Teague, John Craig, Bruce Burton, Jack Gierhart, George Hinman and JJ Fetter all participated in some way.
  - Coconut Grove Sailing Club hosted a very successful training camp prior to the World Cup and the developing youth sailors learned a great deal by sailing with the adult athletes. Medalist donors enjoyed a luncheon and watching the racing. Although the weather refused to cooperate, the racing management was impressive. The Olympic Department is conducting a comprehensive evaluation of the event in the spring so that they can begin to implement changes this summer. Josh anticipates that this event will continue to grow in prestige and participation.
7. Offshore guests, Bill Lee, Chuck Hawley, Dan Nowlan, Stan Honey, Jim Teeters, and Bjorn Johnson, made a presentation to the board. The Offshore Department has added a database for PHRF fleets. US Sailing is in the best position to take the lead on this although ORA has offered to help. Because our Offshore Office touches so many sailors, it has strong potential to increase membership and the pool of potential donors.

Stan Honey remarked that R and D is strength of the Offshore Department, and for most companies, the R and D departments are separate from the marketing arm. He recommended that US Sailing consider this model.

The board agreed in principal to having a PHRF conference once the new database is ready. The goal would be model it after the NSPS or ODSS.

8. Old Business

Please continue to send feedback and contact information for club and local sailing organizations to Tom.

The US Sailing staff and Jack received rave reviews for the enormously successful Sailing Leadership Forum. The event, which was attended by over 600 sailing leaders, included top-notch speakers, fabulous parties, and important networking. Suggestions from the board were solely to encourage spreading the program and how to convert the energy and enthusiasm at this event to the AGM. Attendees will receive follow-up survey and Jack will conduct a debrief with the staff.

Jack noted that plans are underway for the NSPS in 2014 and the AGM is October 22-25, 2014 in Milwaukee, WI.

9. New Business



Georgia McDonald addressed the board regarding membership. There is a new marketing strategy underway. She has hired Echo Communications so that we can better track our members. Georgia will provide a summary of the report on our member profile. Georgia has re-launched the MVP program by sending letters to 162 sailing organizations. Currently there are 52 clubs participating.

We are using Regatta Network and Yacht Scoring equally.

The Adams Cup Trophy is the last part of the Championship Working groups' business. The trustees wish to retire the trophy rather than change the deed. Dave Ullman offered to donate a new trophy on the condition that US Sailing will administer awarding it.

Susan Epstein is working with Leslie Keller and Brian Hawbolt to analyze US Sailing regions. They are considering: the territorial make-up, sailing conditions, types of boats and evaluating how well each area is functioning. Susan is seeking input from Area coordinators and will continue to seek input after issuing a preliminary report.

Tom reported on the Strictly Sail Chicago boat show. US Sailing was well-received with industry leaders and we had a strong presence at the show with Tom Hubbell, Dawn Riley, Patty Lawrence and Gary Jobson in attendance. Activities included a scavenger hunt from the Reach Program, the Coastal Safety-at-Sea and a breakfast co-sponsored by NMMA.

Adjourn 10:30 AM PST

Respectfully submitted,  
Patty Lawrence