



Conference Call to order: 7:30pm

In attendance: Board: President Bruce Burton, Treas. Steve Freitas, VP Cory Sertl, Sec. Martine Zurinskas, Clerc Cooper, Tarasa Davis, Rich Jepsen, Ron White, Malcolm Page, George Hinman, Jim Walsh
Regrets: CEO Jack Gierhart, JJ Fetter, Sally Barkow, Gary Gilbert
Guests: 9 guests on the call.

1. Announcements
2. Consent Calendar: **Vote #1 Motion to approve, unanimously approved.**
Minutes approved May 22
3. President's Report Bruce Burton
Full summary of the report: <http://www.ussailing.org/about-us/board-of-directors/board-of-directors/presidents-reports/>
Highlights of reports: US Sailing meetings in Detroit and Warren, MI.
Hanson Medals awarded in Detroit to 2 sailors at the Ford Yacht Club Regatta.
OSC meetings – making headway – business and performance.
Great shout out to Georgia McDonald for efforts with Foundation.
4. World Sailing Update Cory Sertl
New member of World Sailing Delegation – Ashley Tobin – Constitution committee.
Update on Racing Rules digital rights.
IOC met and confirmed all the existing events for sailing; # athletes participating reduced from 380 to 350.
How many sailors for each class defined – it will be harder to qualify.
2024 – LA and Paris are the 2 final cities. IOC wants to award one city 2024 and 2028 games. Announcement in Fall 2017.
5. Chief Executive Officer Report Dan Cooney
Full Association Report at this link: <http://www.ussailing.org/about-us/board-of-directors/association-reports>
Stands as submitted; highlights –
Organizations that have not renewed for 2017 – asked that all Board members on the call to make some calls
Live stream College Nationals – great focus for US Sailing; great focus for US Sailing & sponsors
US Sailing presence at America's Cup – very professional and strong presence for us.
Busy time of the year.
6. Monthly Staff Report, Marketing, Member Engagement, and Foundation
Marketing- Jake Fish
US Sailing BLOG – more original content and resources for sailing community.
Outreach to different audiences; boost value of the US Sailing brand; diversify content to appeal to wider audiences. Over 33,000 individuals.

Foundation – Georgia McDonald
Building Fundraising Campaign update – Moving along; developing program and have the framework in place with RWU to support and have great structure behind it.

Member Engagement – Marcy Eichner / Emily Dodd / Katie Ouellette
Rolodex Project – developing new connects to target communications moving forward.
Contact development – Primary US Sailing Liaison/Youth Sailing Contact / Adult Programming Contact / Race & Regatta Management Contact / Communications Lead
Effectively communicate to TARGETS
ZEN Chats – ability to connect with our membership via chat to provide instant communication. Beta testing.

Schedule & Call in details: <http://www.ussailing.org/about-us/board-of-directors/schedule-agenda>

Meeting Minutes: <http://www.ussailing.org/about-us/board-of-directors/meeting-minutes/>



7. Vice President's Report Cory Sertl
Busy month of sailing; visiting Portsmouth; Olympic staff involvement.
Headed to Corpus Christi for US Youth Championship – Looking forward to a great event and seeing the venue and talent.
Malcolm and Cory will be representing the US Sailing / Olympic program

 8. Treasurer's Report Steve Freitas
Summary of reports; stand as presented.

 9. Olympic Report Jim Campbell
Malcolm Page:
Center of Excellence – Miami; MB Research project
Success with medals at the Holland Event & Santander Final – Charlie Buckingham successes.
Future events: Kiel Week

Jim Campbell:
Develop an Olympic Resource Bank (ORB) Strategies- Major Gift Campaign; Legacy Strategy
Talent Retention Strategy – College Olympic Bridge & Career Path development.
Olympic Research Project – phase 3 in process.

 10. Old Business - Martine Zurinkas
October Board Meeting, in person, Firm date 10/18-20/2017
Working on arrival the 18th, all day meeting 19th, 20th wrap up in am. Ribbon cutting new facility evening of 19th

 11. New Business –
Nomination Committee Report – Tom Hubbell
3 outstanding candidates – Cory Sertl & Russ Lucas (3rd nomination to be announced soon)
Consider changing the by-laws to allow president 4 yr term to align with the Olympic cycle.

 12. Executive Session – 8:54pm

 13. Motion to Adjourn, 9:14pm
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