



**Conference Call to order: 7:30pm**

In attendance: Board: President Bruce Burton, VP Cory Sertl, Sec. Martine Zurinskas, Tarasa Davis, George Hinman, Jim Walsh, JJ Fetter, Gary Gilbert, CEO Jack Gierhart, Treas. Steve Freitas  
Regrets: Malcolm Page, Sally Barkow, Clerc Cooper, Rich Jepsen, Ron White  
Guests: 6 guests on the call.

1. Announcements

2. Consent Calendar: *Vote #1 Motion to approve, unanimously approved.*

July 24<sup>th</sup> Minutes draft

BAR 20170816 M32 World Championships Chicago 2018 – Approved.

BAR 20170821 Contract Degan Media, e-vote approved.

BAR 20170807 SafeSport Bylaw Change, e-vote approved.

BAR 20170918 i420 Worlds – Richmond Yacht Club, August 2018 – Approved.

BAR 20170913 World Sailing International Measurers candidates – Approved.

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/>

Review of all the Strategic Programs:

- Youth: Development Framework, squaring the pyramid, Delivery of education materials and marketing in early 2018. Develop recreational pathway.
- Adult: US Sailing Education brand, grow core programs, marketing plan for keelboat, launch and grow Safety at Sea 2.0, activate First Sail.
- Competitive Services & Support: complete Universal Certificate System, develop and launch new RM education offering.
- Olympics: Talent program strategy with Performance and Business goals to transform our Olympic Program.
- Marketing & Communication: Improve member satisfaction, implement effective communication capability – E-US Sailing, Quarterdeck, BLOG and What We Do video series.
- Administration: Complete move to RWU, improve process and efficiencies.

4. Chief Executive Officer Report

Jack Gierhart

Full Association Report at this link: <http://www.ussailing.org/about-us/board-of-directors/association-reports/>

Summary:

- Moved offices starting on Sept. 15<sup>th</sup> relocated 20 years of stuff and pairing down to the digital age. Move went very well and the staff was all hands-on deck to ensure success. The staff is positive and engaged.
- Strategic Plan going well on target to release at October in person meeting.
- Sailing Leadership Forum planning is going as planned. Speakers and total planning going well.
- ORC Certificate process ready to be activated. Renewals discussion with SAP as well as Olympic effort.
- Foundation going well launch of new software to facilitate the fundraising effort.
- Budget planning tied into Strategic Plan starting next month – October – working with same departmental structure. Goal is to have a budget for approval in December. USOC Budget will be in December as well.
- Columbia University partnership on several projects with Analytics department.
- Degan Media up to speed working with US Sailing and Olympic sponsorship efforts.
- Ribbon cutting / Opening of the US Sailing planning going well for Oct. 19<sup>th</sup> and tents, speaking for many, RWU has been fantastic to work with and facilitating the project.
- Hurricanes have been on everyone's mind. Working on some options and developing a communication plan.

**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/>



5. World Sailing Update Cory Sertl  
Looking for posting of submissions from World Sailing; delegation will begin reviewing all of these to prepare for the meeting in Mexico. Lots of work in preparation of WS Meeting. World Sailing update – light on staff. Hopeful for improvement.
  
  6. Treasurer’s Report Steve Freitas/ Donna Kane  
Summary of reports; stand as presented.
  
  7. Secretary’s Report Martine Zurinskas
    - Summary presented of the Committee Call on August 24<sup>th</sup>. Lightly attended but good content. Summary email and detailed presentation was emailed to everyone.
    - October Meeting draft agenda discussed. Lots of content - it will be a busy day.
    - Committee Chair/ Membership rolls due October 1<sup>st</sup>. Hopefully we will have them all done by December 1<sup>st</sup>.
  
  8. Olympic Report Jim Campbell
    - Talent Report – working getting up to speed 2 key areas – IR&D and Business.
    - System Report – Strengthening USST and ORB (Olympic Resource Bank) are key for success. Hybrid systems unique to USA with a 12 year goal. The correct system will enable a methodical and measurable way to attract, develop and retain the right USA talent.
    - ENABLE – giving leaders the tools and resources they need to implement the system. Performance Indicators and Business Strategies. Initial 2018 budgeting process steps being taken.
  
  9. Old Business -  
Strategic Plan update – Goal is to create a roadmap for US Sailing. 150 contributors will be contacted to engage with survey and input to help forge the next paths. Plan is to present to the board in October in time for the budget season.
  
  11. New Business –  
*None*
  
  12. Executive Session – 8:23pm
  
  13. Motion to Adjourn, 8:55
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## Action Request Form

**Request No. BAR#20170816**

**Date Submitted: 8/16/2017**

**Submitted By:** Martine Zurinkas, Secretary US Sailing

**Subject:** Approval of World Championships in US

**Action Requested:**

Resolved, that the US Sailing Board of Directors gives its approval, pursuant to World Sailing Regulation 10.5(m), to the following world championship in the United States:

M32 International Class Association 2018 World Championships to be hosted by Chicago Yacht Club and Chicago Match Race Center on Lake Michigan.

**Member Impacts:** Describe below the impacts (i.e. Will it be seen as a member benefit or not? Explain)

No impacts on members.

Will this proposal bring in new members?

Yes, \_\_\_\_\_ Estimated Number       No       Unknown

**Mission Impacts:** Describe below how and why this creates value.

Positive impact (be specific): Encourages high-level competition in the US.

**Financial Impacts:** Describe below any expected financial impacts on US Sailing. Include figures.

No impact.

**Summary:**

Please see attached memo for further information.

**I certify that this proposal has been checked. Governing Documents affected:**

- |  |   |
|--|---|
| <input type="checkbox"/> Bylaws                  | <input type="checkbox"/> Committee Terms of Reference |
| <input type="checkbox"/> Championship Conditions | <input type="checkbox"/> Ted Stephens Act             |
| <input type="checkbox"/> Regulations             |   |

**Submitted by:**

Martine Zurinkas, Secretary US Sailing

## Action Request to the Board of Directors



Request No. BAR# 20170821

Date Submitted: 8/21/17

Submitted By: Bruce Burton

Subject: Contract with DEGAN MEDIA

### Action Requested:

Interim Chairman of the Olympic Sailing Committee – Bruce Burton - requests the approval of the Board to retain **DEGAN MEDIA** as US Sailing's agent for commercial sponsorship contracts, on behalf of the US Sailing and the US Sailing Team.

**Member Impacts:** Describe below the impacts (i.e. Will it be seen as a member benefit or not? Explain)

Any perceived positive effects:

The purpose of this contract with DEGAN is to replace the lost revenue from the Sperry, Sunbrella and Rolex contracts, and develop long term, cross-association partnerships that will provide more expansive value than stand alone sponsor agreements with the Sailing Team. The OSC and USS management agree that we need a professional firm to secure replacement contracts. There should be significant positive impact on our members by making USS and the USST more visible through commercial sponsors, helping create USST brand awareness and promoting our sport-helping it grow.

Any perceived negative effects: None.

Will this proposal bring in new members?

Yes, \_\_\_\_\_ Estimated Number  No  Unknown

**Mission Impacts:** Describe below how and why this creates value.

Positive impact (be specific):

Commercial Sponsorship will generate income for the Association and The US Sailing Team. In addition, commercial sponsorships raise the visibility of the sport in various print, broadcast and digital media. A commercial presence in the marketplace is becoming more important and this action will help fulfill that need.

**Financial Impacts:** Describe below any expected financial impacts on US Sailing. Include figures.

This expenditure was not in the budget approved by the Board for 2017. We are asking that the Board approve a \$6,000 monthly draw for DEGAN MEDIA for four months. Key elements of the agreement are:

- Termination for convenience with 30 day notice without future obligation
- Sales commissions based upon cash received by USS
- Payments contingent of production of deliverables by Degan Media
- Formal monthly reporting/informal bi-weekly reporting

### Summary:

Following a competitive selection process Degan Media was selected to represent USSA and USST in soliciting, negotiating and signing commercial sponsorships. The firm understand USSA's value proposition, has experience with, and valuable contacts in Sailing commercial sponsorship. A contract has been negotiated that protects the rights and finances of USST while enabling Degan Media success. We recommend that the Board approve the expenditure of \$24,000 to cover the unbudgeted cost of the contract.

**I certify that this proposal has been checked. Governing Documents affected:**

- |  |   |
|--|---|
| <input type="checkbox"/> Bylaws                  | <input type="checkbox"/> Committee Terms of Reference |
| <input type="checkbox"/> Championship Conditions | <input type="checkbox"/> Ted Stephens Act             |
| <input type="checkbox"/> Regulations             |   |

Submitted by: Bruce Burton, Interim OSC Chair



**Board of Directors  
Action Request Form**  
**Board Action Request: BAR#20170807**

**Request No.** BAR#20170807 (assigned by Secretary)

**Date Submitted:** 7-Aug-2017

**Submitted By:** Bylaws Committee, Clark Chapin), Legal Committee (Kevin Keogh), and Betsy Alison (Staff)

**Subject:** Update Bylaws to Comply with SafeSport Requirements

**Action Requested** (word this in resolution form):

Resolved, that the Board of Directors approves the addition of the following Bylaw:  
**Bylaw 215 – Member Obligation to SafeSport**  
 As a condition of membership in US Sailing and a condition for participation in any US Sailing competition or event, each US Sailing General Member; Non-voting Member; and each athlete, coach, trainer, agent, athlete support person, medical or para-medical person, team staff, official, or other person who participates in US Sailing or US Sailing events, agrees to comply with and be bound by the safe sport rules of the U.S. Center for Safe Sport and to submit, without reservation or condition, to the jurisdiction and rules of the U.S. Center for Safe Sport for the resolution of any alleged violations of those rules, as such rules may be amended from time to time. To the extent any US Sailing Bylaw or Regulation, is inconsistent with the rules of the U.S. Center for Safe Sport, the US Sailing Bylaw or Regulation is hereby superseded.

**Member Impacts:** Describe below the impacts (i.e. Will it be seen as a member benefit or not? Explain)

**Any perceived positive effects:** By complying with the U.S. Center for Safe Sport, our members will have the confidence of knowing that their family members are free from bullying and all forms of harassment.

**Any perceived negative effects:** None.

Will this proposal bring in new members? Unlikely.

**Mission Impacts:** Describe below how and why this creates value.

Positive impact (be specific): Reflects the U.S. Center for Safe Sport recommended language.

Negative impact (be specific): None.

**Financial Impacts:** Describe below any expected financial impacts on US Sailing. Include figures.

No significant impact.

**Summary:**

Reflects the U.S. Center for Safe Sport recommended language while specifically referring to the types of rules that US Sailing has as well as our classes of membership (Bylaw 202 – Membership Categories).

**I certify that this proposal has been checked. Governing Documents affected:**

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Bylaws       | <input type="checkbox"/> Committee Terms of Reference |
| <input type="checkbox"/> Championship Conditions | <input type="checkbox"/> Ted Stevens Act              |
| <input checked="" type="checkbox"/> Regulations  |   |

**Submitted by** Clark E. Chapin



Action Request Form

Request No. BAR20170913 Date Submitted: 9-13-2017

Submitted By: Matt Hill

Subject: World Sailing Submission for International Measurer

Action Requested (word this in resolution form):

Motion to approve the nomination of the following to initial certification as World Sailing International Measurer.

- Randolph Bertin – Austin, TX
Frank McNamara – Wenham, Massachusetts

Member Impacts: Describe below the impacts (i.e. Will it be seen as a member benefit or not? Explain)

Any perceived positive effects:
More international Measurers is a positive thing for US Sailing.

Any perceived negative effects: None.

Will this proposal bring in new members?

- Yes, Estimated Number
No
Unknown

Mission Impacts: Describe below how and why this creates value.

Positive impact (be specific):

No impact (be specific):

Financial Impacts: Describe below any expected financial impacts on US Sailing. Include figures.

Positive effects : None

Negative effects: None

Summary:

These candidates for IM were approved by the Measurers Committee and presented to the board for approval.

I certify that this proposal has been checked. Governing Documents affected:

- Bylaws
Championship Conditions
Regulations
Committee Terms of Reference
Ted Stephens Act

Submitted by Matt Hill, MatthewHill@USSAILING.ORG