



Conference Call to order: 7:30pm EST

In attendance: Board: President Bruce Burton, VP Cory Sertl, Sec. Martine Zurinskas, Tarasa Davis, Russ Lucas, Clerc Cooper, Jack Gierhart CEO, Richard Jepsen, Ron White, Sally Barkow, Dave Perry

Guests: 10 guests on call

1. Announcements
2. Consent Calendar: *Vote #1 Motion to approve, unanimously approved.*
July 25th Minutes
BAR20182218 Membership Revocation– e-vote approved.
BAR20180827 B World Sailing Nominations for Sailor of the Year – e-vote approved.
BAR20180828 STAR Class Youth World Championships 2019 – e-vote approved.
3. President’s Report Bruce Burton
Full summary of the report: <https://www.ussailing.org/about/our-people/board-of-directors/presidents-report/>. Report stands as submitted; special shout out to the Chicago YC for their performance at the Etchells event last week – excellent event for everyone involved. Next few weeks will continue the transition to Cory it has been a busy fall already
4. Chief Executive Officer Report Jack Gierhart
Full Association Report at this link: <https://www.ussailing.org/about/our-people/board-of-directors/association-reports/>
Report stands as submitted; review of the work product this month giving updates on the process launch of the budget and 2019 objective planning; key note was the Safety at Sea Committee approved an online one day class, very positive progress with this committee.
5. World Sailing / Vice President Update Cory Sertl
World Sailing update – working with the Board of WS to review the concerns brought forward; Scheduling matrix for World event being supported to review at a higher level.
6. Treasurer’s Report Donna Kane
Financial Report – Donna presented – Dashboard with fully supporting documents. Successfully managing cash flow and reviewing weekly; dashboard is a great summary tool to show accurate summary.
7. Secretary’s Report Martine Zurinskas
October 11 Board meeting plans coming together – the Board will be getting more details on the event and schedule.
October 12 West Coast Summit – Review the plan with the staff today, finer details coming together. More coming.
8. Olympic Report Malcolm/Greg/Bruce
High Performance Plan presented to OSC on Sept. 18th. Paralympic not being including in 2024 – very disappointing on the eve of Para World Championships in Sheboygan. Review MainSail video to be sent great highlight on Olympic Sailing. Youth Worlds 5 athletes are going to South America – we wish them well. Look for updates online.
Mainsail Video: <https://qi.mediasilo.com/#qi/5b97bc95e4b0ef240169b3d5/90921a0b-43b9-43c7-a896-6eb0f45a1662>
9. Old Business -
Volunteer Connect – Proposed Outline of program and timeline & Board Assignments
Program highlight and homework for October meeting – board members need to be familiar with their roles and understanding of the goals and outcome. Assignments will be made on October 11 and in-depth review of contacts.
10. New Business –



**US Sailing Board of Directors Meeting Minutes
September 17, 2018
Conference Call**

BAR20180910 IT Software to replace SailorBase Vote #2 - *Motion to approve, unanimously approved.*
Herreshoff Nominations – due by December 1st – to Martine
President’s Award – due by December 1st – to Bruce
BAR20180807 Bylaw Change 15.03 Vote #3 – *Motion to approve, unanimously approved..*

11. Executive Session – Yes.
 12. Motion to Adjourn 9:44 pm
-



Action Request Form

Request No. BAR20180827 B Date Submitted: August 27, 2018

Submitted By: Malcolm Page, US Sailing

Subject: Nominations for World Sailing Rolex Sailor of the Year

Action Requested

Motion to approve these nominations for World Sailing Rolex Sailor of the Year submissions to World Sailing...

Male Nominee #1: Malcolm Page Peter Duncan

Peter Duncan - winning the 2017 J70 Worlds - September 2017 with 161 boats entered. He also won the 2017 USA Rolex Yachtsman of the Year. Pretty impressive as an amateur sailor taking on the pro's in this class.

Male Nominee #2: Submitted by Russ Lucas Michael Buckley

I am proud to nominate for 2018 Michael Buckley as sailor of the year. Mike's record as tactician over so many years is of the highest order across so many classes it's remarkable. But his success or more importantly the success he has brought to his skipper and teams as a master tactician in 2018 goes beyond anyone I have seen in the World of sailing.

In 2018 Mike has been tactician and built this record... 1st Congressional Cup, 1st Bermuda Gold Cup, 1st Canadian Melges 24 National Champs, 1st Melges 24 Midwinters, 1st St Pete NOOD and Overall Winner, 2nd Etchells Nationals Champs tied for 1st, 2nd J 70 NA champs, 3rd Melges 24 World Champs (tied for 2nd on board Monsoon) *2nd owner driver, 3rd Melges 24 European Champs (Lucky Dog) *1st place owner driver

All these events as tactician and what a diverse list of boats, events and accomplishments. I believe with Mike as US nominee, the USA could bring home a Rolex SOY this season.

ONLY Female Nominee:

Daniela Moroz - Winning 2018 World Champs was her 3rd World Champ Title in a row. At just 17, she has also won the 2017 and 2018 within the time period below. So not only is it three in a row, it is two within the year. She was also the 2016 Rolex Yachtswomen of the year.

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

Any perceived positive effects:

Top US Sailors potentially getting recognized on the world stage.

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

Negative effects:

Summary:

These candidates are at the top of their game and are worthy nominations.

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 _____ **Malcolm Page, US Sailing** ___ **and Russ Lucas, US Sailing Board** _____



Action Request Form

Request No. ___BAR# 20180828

Date Submitted: 8/28/2018

Submitted By: Lee Parks, Inshore Director

Subject: Approval of World Championship 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:

The first Youth World Championship in the Star Class.
February 2019, Coral Reef Yacht Club in Miami, FL

- Practice Race, Sunday February 3rd, 2019
Monday February 4th, 2019 Day 1 of championship
Tuesday February 5th, 2019 Day 2 of championship
Wednesday February 6th, 2019 Final Day of Jr. World Championships

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

The host club and US Class Association are both current members of US Sailing.

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 youth 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:

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

Submitted by:

Lee Parks, Inshore Director

Action Request to the Board of Directors



Request No. BAR20180910

Date Submitted: 9/10/2018

Submitted By: Mike Waters CTO

Subject: Contract with Fonteva for Association Management System (AMS)

Action Requested:

So it be resolved, the US Sailing management team requests approval to enter into contract project with Fonteva for an Association Management System (AMS) that will take the place of the current SailorBase database along with many other associated processes to serve our membership. 5 year contract value \$460,000 which includes upfront development, training, data migration and rollout of \$185,000 and \$55,000 annually of SaaS services, hosting and premium support. Approximately \$150,000 of approved budget for the development phase of this project in 2018 was not exercised

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

Any perceived positive effects:

- The new Fonteva Salesforce based AMS will put our layers of constituents in better control of how they interact with US Sailing. When implemented, a member will have a home screen that becomes their resume and portal.
- All education, certifications, volunteering and public interests are displayed along with extended associations with RSA's, Clubs, Class Associations, race committee crews, ect. Similarly, these extended organizations will be provided the US Sailing Fonteva platform to serve their members who are our members or potential members allowing US Sailing an end to end view of those involved in the sport.
- All US Sailing transactions will have the same look and feel of ordering from a secure store.
- Members will be acquired in "one click".
- The system will be green, mobile, ADA and member friendly.
- Calendar of events will be displayed in a format consistent with our website.
- The system will allow us to have a one to one relationship with our members.

Any perceived negative effects:

- There will always be the challenge of people who are set in their ways and not accepting of change.

Will this proposal bring in new members?

Yes, we anticipate 1000 in first full year, similar numbers moving forward, high degree of focus on retention.

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

Positive impact (be specific):

- As a part of our continued path of on-demand, cloud-based solutions, the Fonteva Salesforce AMS will reduce the costs for US Sailing as it provides a common platform for many functions.
- US Sailing will improve sales channels and enhance communication at all levels.
- Other clients using Fonteva Salesforce AMS have seen faster decision-making, an increase in revenue, and a major jump in customer satisfaction and memberships.
- Salesforce has a not for profit project office where US Sailing will be able to leverage cutting edge solutions to enhance our interactions with the membership at negotiated costs or via donation.



- The move to a sustainable AMS is essential to the continued transformation of US Sailing.
- The new system will provide the entire staff a platform to not only serve but to understand our membership. This understanding will allow all of the departments to make data driven decisions.
- The major goal is to turn constituents and those who enjoy US Sailing products and services into members along with a laser focus on retention.
- The system and rollout will be staged with all stakeholders involved and invested.
- Many internal processes will be streamlined and standardized, freeing up staff time for higher value pursuits.
- The data quality of members and potential members will help us to secure sponsorships.
- The entire project is focused on obtaining a high return on information.

Financial Impacts:

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

Internally: Staff time and overlapping systems will be required during implementation estimated at ¼ time. This project will require additional work for all departments. Anticipated with rollout 9 months with careful sequencing of departmental resources, minimizing time conflicts. Full user acceptance and cut over is anticipated early Q42018.

This contract expenditure recognizes the unused budget of \$150,000 approved in 2018 and accounts for the ongoing costs which will be equal or lower that of current spend.

	Year 1	Year 2	Year 3	Year 4	Year 5
Development	\$185,000				
SaaS Hosting Maintenance Support	\$55,000	\$55,000	\$55,000	\$55,000	\$55,000

Key elements are:

- Fonteva’s expertise is Association Management. A ten month search shows Fonteva has the customer base (commercial / not for profit associations) and financial stability to be a vendor partner of US Sailing.
- Financial structure created to ensure partner relationship. Shared risks, shared value.
- This receipt will allow for continued negotiations of terms & conditions. Working to structure the project with minimal cash down and monthly payments with the vendor partner, with documents will be available shortly after finalizing a favorable US Sailing position.
- Implementation, training, customization, integration, data migration and final user acceptance charge of approximately \$185,000, time and material at \$195/hour.
- The project will use Fonteva and ¼ US Sailing man hours.
- Ongoing yearly charges of approximately \$55,000.
- Implementation time of 9 months.
- Dedicated Fonteva project manager with formal project communication cadence.
- Two, 1 year renewals at 2018 rates for years 6 and 7 with no further action.
- Termination for convenience with 30 day notice without obligation with all data retained by US Sailing
- Due diligence with full scope revalidation of the project within the first 30 days.
- After roll-out and acceptance a project will be staged to eliminate redundant systems that will save \$58,000 yearly in hardware, software, support time and maintenance costs.



Summary:

We recommend that the Board approve this expenditure of over \$100,000 per the bylaws 8.03a.

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: Mike Waters, Chief Technology Officer



Action Request Form

Request No. BAR20180907 Date Submitted: September 7, 2018

Submitted By: Jim Walsch, US Sailing Board of Directors

Subject: Review Board Submission

Action Requested (word this in resolution form):

Motion to approve the following change in the BYLAWS Section 15.03 Hearing Procedure and Decision B. Change Shall to MAY.

Under 15.03 HEARING PROCEDURE AND DECISION

B. For complaints or grievances filed in accordance with 15.02.B or 15.02.C, the Review Board shall change to MAY, after consultation with the parties, initially appoint a mediator. The mediator shall not be a member of the hearing panel. The Association and the Parties shall use their best efforts to resolve the dispute through mediation.

Member Impacts: Describe below the impacts (i.e. Will it be seen as a member benefit or not? Explain) Any perceived positive effects: In many cases this will help to speed up the complaint / grievance review process

Any perceived negative effects: No

Will this proposal bring in new members? No

Yes, Estimated Number No Unknown

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

Positive impact:

In many cases this will help to speed up the complaint / grievance review process

No impact (be specific):

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

Positive effects : None

Negative effects: None

Summary:

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

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

Submitted by Jim Walsh, Board of Directors