



US Sailing Board of Directors Meeting Minutes
December 19, 2018
Conference Call

Conference Call to order: 7:30pm EST

In attendance: Board: President Cory Sertl, CEO Jack Gierhart, Treas., John Schoendorf, Managing Olympic Director Malcolm Page, Ron White, Sec. Martine Zurinkas, Rich Jepsen, Dave Perry, Tarasa Davis, Charlie Arms, Bruce Burton, Clerc Cooper, Sally Barkow
Guests: 3 guests on call

1. Announcements
 2. Chief Executive Officer Report Jack Gierhart
Review of the process for the 2019 budget; staff involvement, Strategic plan and filter was the guiding document. Details on the holiday closing provided with plans in place for phone/email monitoring. Budget Narrative reviewed in depth.
 3. Treasurer's Report John Schoendorf/Donna Kane
Financial Report November financials, Projected December year end, update on annual appeal process, year-end review. 2019 Budget Presentation given.

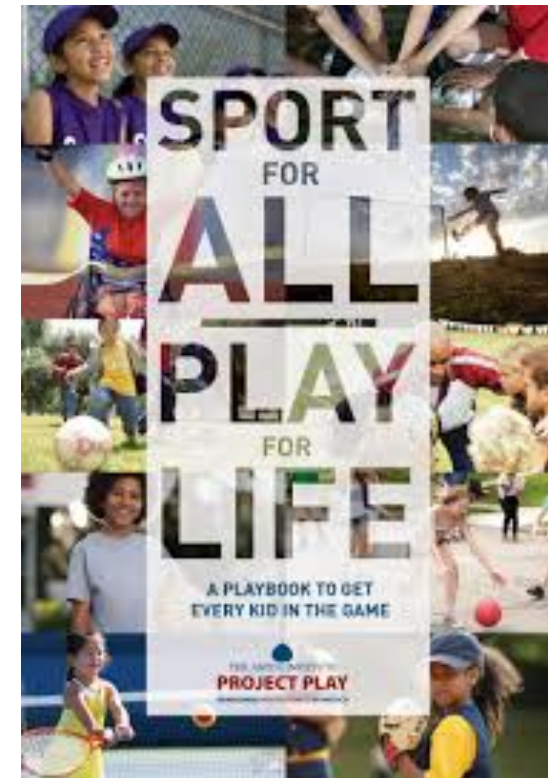
BAR20181219 2019 Budget - *Vote #1 Motion to approve, approved.*
 4. New Business –
BAR201819 A -Endorse US Sailing Community Sailing Initiative. *Vote #2 Motion to approve, approved.*
 5. Executive Session –
BAR201819 B Compensation Package -*Vote #3 Motion to approve, approved.*
 6. Motion to Adjourn
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Community Sailing Performance Sailing Initiative

The Current Context

- Currently, there is little crossover between the accessible sailing provided at Community Sailing Centers and the highly competitive world of sailboat racing.
- Project Play 2018 State of Play Report: “**Kids from lower-income homes face increasing barriers to participation.** While inactivity rates for the overall population are down, most gains are among kids from upper-income homes who can better afford the growing fees associated with youth sports.”



The Current Context



Project Play 2018 State of Play Report

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|----------------------|-------|-------|-------|-------|-------|-------|-------|
| MALE | 61.3% | 61.7% | 60.2% | 59.6% | 61.0% | 61.1% | 61.9% |
| FEMALE | 49.4% | 49.6% | 48.7% | 50.6% | 51.3% | 52.8% | 52.3% |
| UNDER \$25,000 | 41.9% | 46.9% | 41.3% | 38.3% | 35.7% | 34.6% | 34.1% |
| \$25,000 TO \$49,999 | 47.8% | 49.3% | 46.6% | 47.4% | 48.6% | 48.4% | 44.6% |
| \$50,000 TO \$74,999 | 59.6% | 57.3% | 55.7% | 52.7% | 53.9% | 53.7% | 56.6% |
| \$75,000 TO \$99,999 | 61.5% | 61.0% | 61.5% | 62.1% | 60.5% | 61.1% | 64.0% |
| \$100,000+ | 66.4% | 63.9% | 64.2% | 64.8% | 68.0% | 68.4% | 69.0% |

Over the past three years in households with incomes of less than \$25,000, fewer kids are participating in sports. It's the same story with kids from homes with \$25,000 to \$49,999 in income."



The Opportunity

- The Community Sailing Performance Sailing Initiative is supported by a \$2.5 million donation that will bridge the gap between access and competitive excellence by infusing quality coaching and performance boats into the context of Community Sailing, providing new opportunities for young sailors that have developed a passion for sailing.
- It focuses on using Project Play's guiding principles for healthy sport and aligns with the needs of one facet of the new Sailor Skill System.
- This focus of the program is to encourage skill development for both sailors and coaches in a way that is sustainable and fosters a love of the sport.

THE 8 PLAYS

Key developments in the past year within the eight strategies for the eight sectors that touch the lives of children

1. ASK KIDS WHAT THEY WANT
2. REINTRODUCE FREE PLAY
3. ENCOURAGE SPORT SAMPLING
4. REVITALIZE IN-TOWN LEAGUES
5. THINK SMALL
6. DESIGN FOR DEVELOPMENT
7. TRAIN ALL COACHES
8. EMPHASIZE PREVENTION

Program Architecture

- Five regional Hubs, with each Hub consisting of four (4) community sailing centers/programs. Each Sailing Center will receive a fleet of six (6) RS Fevas.
- A regional US Sailing coach will serve each Hub, based out of one of the Sailing Centers, and travel extensively to each Sailing Center to implement training and support local programming.
- To be selected as a Hub, a Sailing Center must have an established infrastructure and access to an underserved and at-risk youth populations.

Alignment with US Sailing Strategy

This innovative approach will support US Sailing's implementation of the 2018-2022 Strategic Plan, including:

- Promoting opportunities for lifelong participation in sailing to a new audience (strategy #1). Youth development model is the foundation.
- Increased regional presence of US Sailing staff and programming (strategy #3).
- Achieving American success in sailing by increasing the number and diversity of racing participants (strategy #5).
- Planting the seed for increased diversity in all aspects of the sport, particularly within the racing community.

Financials/Investment

| Total Cost (5 hubs) | | | | |
|---|--------------------|------------------|------------------|--------------------|
| Total Cost reflects 5 Hubs (4 programs per hub) | | | | |
| | Year 1 | Year 2* | Year 3 | Total per area |
| Equipment/Facilities | | | | |
| RS Fevas | \$540,000 | \$180,000 | \$0 | \$720,000 |
| Rigid Inflatable Bottom Powerboat w/ 40 HP | \$132,500 | \$0 | \$0 | \$132,500 |
| Trailer for Powerboat & 6 Feva's (and annual insurance/maintenance) | \$75,000 | \$5,000 | \$5,000 | \$85,000 |
| Sailor Support | | | | |
| Regatta Registration Fees | \$28,080 | \$37,440 | \$37,440 | \$102,960 |
| Regional & National Regatta Travel expenses | \$129,870 | \$173,160 | \$173,160 | \$476,190 |
| Sailing Gear | \$40,725 | \$54,300 | \$54,300 | \$149,325 |
| Coaching | | | | |
| Regional Coach compensation | \$400,000 | \$400,000 | \$210,000 | \$1,010,000 |
| US Sailing Program Support & Coach Education Training | \$75,000 | \$62,500 | \$62,500 | \$200,000 |
| Regional & National Travel w/ Sailors, for clinics and to US Sailing office | \$40,000 | \$40,000 | \$40,000 | \$120,000 |
| | | | | |
| TOTAL | \$1,461,175 | \$952,400 | \$582,400 | \$2,995,975 |

The program will be launched with a \$2.5 million-dollar donation. The remaining \$500,000 will be sourced through local program investment, sponsorship, fundraising, program partnerships, internal operations and fine tuning spending.

Program Impact

- Approximately 100 sailors a year at each Sailing Center will have access to the Feva's and coaching, with travel support for regional regattas (registration, travel, etc.) available to a subset of the broader group.
- We estimate 3 racing programs/teams annually with 18 sailors, plus an additional 50+ sailors who are introduced to fun, performance sailing. 5,000 youth sailors over 3 years.
- On average 3 coaches per sailing center per year will have access to advance training and mentoring from the regional coach; 150+ coaches over 3 years.



Organization and Sport Impact

- Revolutionary program will catch the attention of the sailing community and public – PR
- Model for other communities, changes the paradigm
- Draw new supporters to US Sailing and the sport – private and corporate
- Demonstrates US Sailing leadership; increase credibility and relevance
- Drives diversity and inclusion
- Creates formal foundation for professionalized coaching