

UNITED STATES SAILING FOUNDATION BOARD MEETING MINUTES

February 15, 2022

4:00 PM – 6:00 PM EST

Zoom Call

Directors Present: William Ruh, Johnny Lovell, Brian Keane, Glenn Darden, Cory Sertl, William Koch, Rich Jepsen, Tom Whidden, Alan Ostfield

Also Present: Paul Cayard, Jill Nosach, Lorie Anderson, Chris Childers, Katie Alley, Drew Freides, Heather Monoson, Doug Smith

Directors Not Present: Linda Lindquist-Bishop

**Minutes:**

- **Call to Order & Announcements:**

Bill Ruh called meeting to order and invited all in attendance to introduce themselves to Doug Smith. No announcements, Linda sent regrets – unable to attend.

- **Review and Approval of November 12, 2021 Minutes:**

Bill Ruh asked for motion to approve Minutes; Johnny Lovell moved to approve; Bill seconded - motion carries

- **Chairman’s Report:**

Bill Ruh

- 1) Schoonmaker Foundation’s 1<sup>st</sup> \$1 million coming by wire from Northern Trust this week.
  - a. Charitable foundation of James “Ding” Schoonmaker, a well know Star sailor from Florida
  - b. It’s the first donation toward to the permanent endowment. Mr. Ruh reiterated the goal to reach \$100 million of funding in a permanent endowment at the Foundation by the 2028 LA Olympics. When US Sailors will be competing on their home waters.
  - c. The Schoonmaker Foundation has pledged \$5 million, plus a \$2.5 million in a matching pledge, as the first commitment to the permanent endowment.
  - d. They have agreed to donate \$1 million per year for 5 years, plus up to \$500,000 per year for 5 years.
  - e. Initially thought the \$2.5 million in matching funds could be raised over the next 5 years, but it’s structured so that we need to raise \$500 thousand per year to obtain the matching funds.
- 2) Mr. Ruh led a discussion about formalizing the Trustee role.
  - a. What constitutes a Trustee? No determination yet, and would like the board’s thoughts on the following:
    - i. If donors attain a specified threshold of giving, are they always designated as a Trustee?
    - ii. Should it require active annual donations?

- iii. What should a Trustee expect from US Sailing? Two OCR cocktail parties and what else?
  - iv. Can we seek their professional help? For instance, if they have a financial background, would they consider being on a newly formed audit committee? Have a background in social media, perhaps assist US Sailing's management team with marketing committee.
  - v. There was no conclusive outcome to the discussion, and it was agreed to revisit the topic at future meetings.
- 3) Launching the Athlete Career Initiative with Brian Keane, the Foundation Vice Chairman, has agreed to head up the program
- a. The "Job Bank" concept was Paul's. He pulled from college lacrosse, where kids are recruited to schools like Penn due to contacts on Wall Street.
  - b. Have been looking to formally launch the program and have been using the concept as part of fund raising
  - c. We already have donors who have agreed to help:
    - i. Ryan McKillen - #3 employee at Uber. Already helped Luke Muller with employment at Dockwa. Mentioned it at our November meeting.
    - ii. Jay Cross – Canadian Olympic sailor, next Commodore of the NYYC and the President of Howard Hughes Corporation
    - iii. Peter McClennan – Ex-CEO of Teledoc. He's also agreed to try bring Teledoc onboard as supporter of Olympic team. Could offer medical, as well as mental health assistance through Teledoc's BetterHelp mental health division.
    - iv. Don Wilson – Founder of high-speed trading firm DRW Holdings has previously provided internship opportunities and we've discussed doing it again.
- 4) We have a standing fundraising meeting at 1PM Eastern time every Tuesday to discuss the outreach and status of potential donors. Any Foundation or Association board member is welcome to join us. Usual participants are Jill, our Director of Development, and her team, plus Alan Ostfield, Paul Cayard and myself. Cory joins us regularly, and we've had Linda Lindquist and Tony Rey also join the meeting. Please let Jill or I know if you'd like to attend.
- 5) We are presently working on an outreach strategy to super yacht owners at the St. Barts Bucket. We have been getting help with this endeavor from our friends and have currently enlisted the help of:
- a. Paul Cayard sailing with JP Conte
  - b. Tom Whidden – Foundation board member
  - c. Mike Toppa and Bill Ruh – sailing on Rosehearty – Perini Navi
  - d. Tony Rey – Association board member
  - e. Stan Honey – Association board member
  - f. Peter Craig – The regatta organizer.

We would welcome any introductions. Our plan is help educate the owners on the US Olympic team efforts as well as the good US Sailing is doing through the Siebel sailing program.

The NYYC is planning to launch a Race Team, and I'm part of a 30-person committee tasked with structuring and coordinating the initiative. My effort has been on educating the committee about US Sailing's efforts related to Olympic Sailing and the Olympic Development Program.

- **Welcome and Orientation:**

Jill Nosach thanked Bill and Brian for taking on the Athlete Career Initiative and reviewed charitable purpose and roles of board members as ambassadors and advocates, and the staff roles supporting the Foundation (the "USSF"). She further reported that the purpose of USSF is to provide support to the Us

Sailing Association (the “USSA”) and its activities. Jill then reviewed the mission of US Sailing that is driven by innovation and inspired by American success in international competition and success in diversity, access, and education. She then provided insight as to the staff’s role to provide Board members with information to be good ambassadors and advocates, and make sure we are a well-run, high integrity organization. Jill followed by reviewing the Foundation goals for 2022:

- Raise an additional \$4 million in commitments for Project Pinnacle
- Raise \$5 million in commitments for Siebel Sailors Program
- Raise \$500,000 Schoonmaker Endowment Match

Two dates to remember: March 24<sup>th</sup> – Rolex Yachtsman and Yachtswoman of the Year awards  
June 17<sup>th</sup> – Malin Burnham’s home for meet the team opportunity

- **US Sailing Update:**

Alan Ostfield discussed three points: 1) Budget – how integrated the budget is in the business and in operations. Met with staff to create budget that the staff can understand and take ownership of. Now working to create KPI’s and metrics to use to manage business on daily basis. Have made significant progress, but much work to be done. 2) Organizational Structure – lots of time spent in 2021 making sure we had people in the right roles and operating as a properly run organization. Have been making progress by bringing in key staff. Some growing pains but feels good about where we are on path to better things ahead. 3) IT Infrastructure – going through review that will ensure all systems cohesive and communicating with each other. Not glamorous, but absolutely necessary. Currently planning to make the necessary investments to improve business.

Heather Monoson provided high level overview of the USSA and USSF financial position as of December 31, 2021. She then provided an overview of the 2022 budgets.

- **Investment Report:**

Drew Freides had to depart at 1:30. Bill Ruh presented report.

Reviewed USSF portfolio held at UBS as of February 11, 2022. Pointed out current position and growth through 2021. Provided overview of investment strategy and expected cash flow for 2022.

Reviewed USSA portfolio and provided brief overview of 2021 performance and the differing investment strategy used for USSA versus the USSF due to its need for greater liquidity.

Mr. Ruh reported that the Investment Committee is pleased with the overall results for both USSA and USSF portfolios held with UBS.

- **Fundraising Report:**

Jill Nosach provided a report on where we’ve been, where we are and where we’re going:

- 1) Momentum has been building. Last year the Foundation started Project Pinnacle and set about building a Trustee program for donors at \$500 thousand and above. She highlighted that 3 people in the meeting who made gifts at the Trustee level that sparked the beginning of the initiative and set a precedence for future fundraising. Jill then reviewed the amount/quantity of commitments to Project Pinnacle received in 2021.
- 2) She again reviewed where we are: seeking to raise \$4 million for Project Pinnacle, \$5 million for the Siebel Sailors Program match, and \$500,000 for Schoonmaker Match.
- 3) Where we are going – The Foundation has ambitious plans over next 10 months. Invited Board members to reach out to Jill or Bill R. to identify ways that they can help.

- **Project Pinnacle Update:**

Paul Cayard provided vision of big picture trying to move USA up world pecking order in Olympic arena. Discussed how Project Pinnacle is about producing depth of talent in USA for more than the Olympics and getting back to previous era of US dominance in sailing.

Started in role last April and helping with fundraising to meet a \$6 million budget this year. Seeking to increase the budget by \$1 million per year over next 4 years. To run a proper sports franchise, we need \$10 million in funding per year.

Bill commented and thanked Paul for all his hard work and noted that word is getting out in the sailing community that US Olympic sailing is back on track. Paul then pointed out that Kilroy Realty doubled their 3-year contract from \$0.5 million to \$1 million per year, and that they are very happy with relationship. There was a photo shoot at the Miami Olympic Development Camp and that Paul spent time with John Kilroy. He reported that they are great partners who are helping to promote US Sailing.

- **Review and election of Doug Smith to the Foundation Board of Directors:**

Bill Ruh reviewed the composition of the Board, including roles and seat availability. Mentioned that Doug Smith has been through nominating process and approved by Board. Bill asked for motion to elect Doug Smith to USSF Board. Brian Keane made motion and Glenn Darden seconded. The motion passed with unanimous approval.

- **Siebel Sailors Update**

Chris Childers introduced himself and his new role to fundraising/development. He started off with video about the Siebel sailing program followed by a slide deck and introduction to program and why sailing is important to him. Discussed values of program and habits of excellence and how the Seibel Program encourages sailors to take control of own education by letting their coaches know what they want. Reviewed progress so far and potential increase with match. Discussed growth – more kids in the door and retention. Reviewed sailing path without Seibel – and path with program. Pointed out the national level coaches with advanced degree. Brief sailor success story – Khloe was intentionally recruited and was motivated in right way, has started her own green fleet, and is helping to get more boats on the line and will continue being part of the community because of Seibel program. Momentum moving quickly. Discussed matching program.

- **Review and approval of US Sailing Association and US Sailing Foundation Investment Policy:**

Bill Ruh asked for motion to approve Investment Policy. Brian Keane made motion. Cory seconded. Motion passes.

He then suggested that the Policy should be updated and approved annually, which he will discuss with the Investment Committee.

- **Other Business**

No other Business. Bill thanks everyone for their commitment to the Foundation and their support for the sport of sailing.

- **Adjourn:**

Bill Ruh motioned to adjourn. Brian Keane seconded. Motion passed at 2:40pm