

**Minutes of the E-Board Meeting
Beverly - Marblehead Sail & Power Squadron
September 6, 2017**

Attending: Alex Pszenny, Bill Bonner, Ted Nigro, Dale Smith, Bill Ghen, Walter Riley, Jack Reed, Ray Tilton,

Meeting called to order by Cmdr Pszenny at 7:08 PM

Moment of Silence for troops in harm's way

Minutes of April E-Board meeting were accepted by board

Recruitment and retention – Alex showed a graph of monthly losses as a percentage of membership. There has been a steady decline in membership with spikes every year in the June – July time frame. Discussion followed on how to stop this trend. It was suggested that a telephone call might result in many renewing.

Dallas Governing Board meeting – no one from the squadron will attend. There was a question whether we should notify the District Commander so he could include our voting input at the meeting.

Summer Social Event Outcomes:

The picnic went well, although attendance was down, perhaps due to showers forecast. Adventure Cruise attendance was way off due to weather postponement of a day, but unfortunately, many people had already made other plans in advance. Suggestion was that next year we not do an exclusive cruise but join an event open to the public. CYC Dinner went well, but attendance was way down. It was observed that the invitation methodology probably hurt attendance and that the 50 participants last year was probably too many for the size of the room if a speaker event was included.

Course offerings:

Walter said that we will offer two courses this fall: An ABC in Salem starting September 12th and an Advanced Piloting course at JYC beginning October 2nd. Walter wants three ABC courses in the spring and perhaps JN next fall. It was suggested that we solicit suggestions at the October 4th member meeting.

October 4th Member Meeting. District Commander Rich Terry will be our speaker.

Job Openings. Still looking for an Assistant Treasurer, someone to take over Hannah's Banner, and a new Webmaster.

Beverly Harborfest will take place on September 9th. Walter is looking for help with booth setup and staffing.

Educational activity support gift of \$500. Walter stated that we do not have a specific use for these funds at this moment. Alex noted that the gift had been acknowledged by letter to the donor.

Hannah's Banner Format. Alex proposed a new format for the banner that would allow people to read it more quickly. To be called "HB-Lite", It will be similar to the USPS News Blast. It will be limited to two pages and will be emailed only after the first iteration, in which members will be given advance warning that, until further notice, HB-Lite will not be distributed by US mail.

Merit Mark Nominations. Jack will arrange for a mid-October meeting for Executive Committee members interested in developing the merit mark list.

District Fall Conference will be held at the North Conway Grand Hotel, 20 – 22 October, involving Districts 12, 14 and 19.

Treasurer's report: National Grand Bank: \$3,271.56; Fidelity: \$55,408.73

Meeting adjourned at 8:50 PM.

Jack Reed, Secretary