

Minutes
Executive Committee Meeting
Beverly – Marblehead Sail & Power Squadron
November 1, 2017

1. Call to Order/declaration of a quorum/moment of silence – CDR
 - a. Attendees: Bill Bonner, Ray Tilton, Walter Riley, Alex Pszenny, Dale Smith, William Ghen
 - b. It shall be noted that exactly 50% of voting board members were present, whereas bylaws indicate a quorum is “a majority”
2. Approval of minutes from last meeting
 - a. *Motion made, seconded and approved by unanimous vote.*
3. Recruiting/retention update – Alex
 - a. Membership down 1 to 157, a new record low, during October. Discussed what we can do to retain members. Phone calls were suggested at previous XC meeting but nobody present had made any as yet.
 - i. Action: **Alex** to generate past-due member list monthly indicating which ones he had sent renewal reminders to the previous month.
4. District conference highlights:
 - a. C/C Ojeda’s message (pre-recorded video):
 - i. 82 squadrons used America’s Boating Club “brand” name, gained membership
 - ii. Net gain of ~350 members nationwide thru June; 1st increase in 15 years
 - iii. New promotional videos available.
 1. Action: **Alex** to send links to new PR videos to XC
 - iv. Add few-minute USPS intro to start of each ABC class
 - v. Next push: “America’s Boating Channel” (DML rebranding)

- vi. C/C's squadron has advertised via Craigslist (free)
- vii. Facebook: ~\$5 fee for targeted ads (audience idea)
- viii. S and P courses now on line via U. West Florida
- b. VSC session: ABC/VSC ads to local paddlecraft vendors (new RC?)
- c. D12 Cdrs' meeting:
 - i. New DEO urgently needed
 - ii. Old Colony leadership issue

5. Upcoming meetings

- a. December 6
 - i. Bill McHugh (Salem Harbormaster) will be the speaker.
 - ii. Supper? HBLite will solicit volunteer to pick up from Ken's Kickin' Chicken.
- b. January 3 members' meeting plans – Ray
 - i. Awaiting confirmation from Peter Shelley from Conservation Law Foundation
 - ii. Food? TBD
- c. D12 wants meetings advertised district-wide. **Alex** will send notifications once plans are finalized.

6. Fall course status – Walter

- a. ABC (16 hr) Salem was held @ Salem Police HQ. Instructors Robere, Skip, Walter, Alex. 5 students registered; all passed exam; 4 stayed for charting. Advertising was inadequate; need to do better.
- b. Advanced Piloting: Held at JYC. 15 students. Going well. 5 more classes to go. Ordering exams after next week.

7. Spring course lineup discussion/decisions – Walter

- a. ABC
 - i. Gloucester HS: Tentatively Tuesdays Feb 27 – Apr 10. **Bob**
 - ii. Salem PD: Mon or Thu, starting mid-March. **Alex**
 - iii. Marblehead VFW: Starting early May. **Skip**.

1. Action: **Walter** to nail down M'head ABC details w/Skip
- iv. Walter proposes 8 sessions instead of 7 when possible. (Gloucester can't.)
- v. Motion to raise price of ABC to \$75 (from \$60), including navigation tools. Additional \$10 for family members sharing materials. Offer hardship scholarships. This is comparable with other squadrons.
 1. *Motion made, seconded, and approved by unanimous vote.*
- vi. Other ABCs? Possibly Beverly/Hamilton/Wenham. Bass Haven?
- vii. Need to finalize by early January for boat show coverage. Alex wants it finalized in 2 weeks for inclusion in HB-Lite #2.

b. Advanced Courses

- i. Since 2015 we've only offered ABC, P AP
- ii. Seamanship? **Alex** offered to be lead instructor; needs materials soon. Walter says they were just revised.
- iii. EM, ME, Sail? Lou has offered to do one. At JYC?
- iv. JN? (Alex + ?) off the table for now
- v. Weather? (John B.?)
- vi. Actions:
 1. **Walter** to ask Lou which one he prefers, get it scheduled
 2. **Walter** to ask John if he would do Weather course

8. Future ABC instructor and VSE needs – Walter

- a. About 1/3 of instructors expire soon. They are all retiring. May be down to about a dozen CIs.
- b. We are also down to 6 VSC examiners.
- c. Need to recruit new instructors and examiners. Membership needs to be aware of this.

9. Jump Start program next spring/summer? – Alex

- a. On *your* boat. They must own it. New, or new to you. Should have some boating experience. ~2 hrs; more is better. Boat must be insured, running, and VSC decal. If all those conditions are met, USPS insurance covers instructors during training. Need to find interested members. Need someone to organize it.
- b. Action: **Ray** agreed to help look into what's required to start this program. Walter to help organize.

10. New squadron name discussion – Alex, proposed by Ted

- a. Online survey – Dale volunteered to set up online survey. HB-Lite will ask them to vote by mail, phone or email.
- b. Research the process. It was a lot of work by a lot of people when we merged the squadrons.
 - i. Action: **Ted** was nominated in absentia to research the process
- c. Survey questions for members
 - i. Should we rename? List the pros & cons, why we are considering it.
 - ii. If you say Yes, what would you suggest for our new name?
- d. Action: **Alex** to work with Ted, Dale re name change survey

11. Assistant Treasurer election authorization – Dale

- a. Lou Schoenthal, AP volunteered. 25 year pin recipient. Was treasurer of Merrimack River. Willing to run for treasurer at COW.
- b. By-laws require election of assistant by membership. Suggest at December meeting.
- c. ExCom must authorize member vote
 - i. *Moved, seconded, unanimous vote in favor*

12. HB-Lite Issue #2 content & assignments – Alex

- a. Target mailing for delivery before Thanksgiving
- b. **Ted** volunteered to snail mail this issue; need real editor
- c. Commander's note (**Alex**)
- d. Meetings & events

- i. Dec 6 General meeting – need supper pickeruper
- ii. Jan 3 General meeting
- iii. Feb 7 ExCom
- iv. Mar 7 annual meeting & COW
- v. Mar 24 D12 Spring conference
- e. Spring course lineup (**Walter**)
- f. Nominations (**Bill G**)
- g. Summary of VSCs for 2017 (**Walter**)
- h. Considering Jump Start program (on the water training)

13. Web site SSL Certificate expenditure – Dale

- a. \$32 per year
- b. Motion to spend \$32/year for SSL certificate
 - i. *Moved, Seconded, unanimous vote*

14. Merit Mark submission status – Alex

- a. Jack, Walter and Alex met Oct 25. Input from Ray & Dale. List developed. Alex & Jack composed recommendations. Jack to submit by Nov 15 deadline (requires DB2000; only runs on Windows). Waiver needed since Jack is among nominees. **Alex & Jack** to compose recommendations.

15. Nominations update – Bill Ghen

- a. Bylaws state Nom Committee must work without interference. Slate to Secretary at least 40 days prior to COW, which means Jan 26; but next ExCom meeting is Feb 5. Staggered 3 year terms for Noms, Rules, Audit Cmts. Secretary to distribute to full membership at least 30 days prior to COW. Longest serving Noms member must sit out 1 year; also can't serve on Bridge for 1 year. Thus, Ron & Bill should rotate off; Joan should be chair; Need 2 new people for 1 & 3 years.
- b. Action: **Bill G & Nom Comm.** will review the by-laws, ensure that complete slate of nominees with term lengths is specified. Slate to be delivered to Secretary no later than January 26, 2018. Make sure

nominees for ExCom know they are expected to attend all ExCom meetings.

16.2018 meeting dates – Alex

- a. Member meetings: Jan 3, March 7 (COW), May 2, Sep 5, Nov 7
- b. ExCom meetings: Feb 7, Apr 4, Jun 6, Oct 3, Dec 5

17.Treasurer's report was reviewed.

- a. Moneys dropped into donations basket should be considered Donations, not Meeting Income.
 - i. Action: **Dale** to fix the category for all meeting basket donations

18.Ray suggested submitting paid ads to newspapers for ABC. Better if we had 5-6 listings. Alex suggested we could also submit articles. Need a volunteer.

- a. Action: **Ray** to draft paid ad and get pricing. Timing is January, once a week, for 3-4 weeks. Categorize under Public Relations or Education Expenses.

19.Boat show Feb 10-18. Need to have our course lineup set.

20.Meeting adjourned at 21:01 ET.