

ISSA Board of Directors Conference Call
Thursday, April 4, 2019
Meeting Minutes

Vice President Rob Hurd called the meeting to order at 8:05 pm EDT. A roll call was taken. Those in attendance: Bill Campbell, Chris Crane, Aaron Feves, Lynn Frikker, Rob Hurd, Jane Millman, Randall Nunn, Casey Schnoor, Mike Segerblom, Bruce Stuart, Burke Thomas, Dan Zwerg, Jerelyn Biehl and Sherri Campbell.

Those not in attendance: Ted Anderson, Todd Fedyszyn, Sharon Garber, Ryan Hamm, Jonathan Harley, Tim Hogan, Nino Johnson, Joann Willets, Roy Williams, Scott Wilson.

1. Minutes of the March 7, 2019 conference call were approved as distributed.
2. **President's Report:** via Rob Hurd: congratulations to Bill Campbell for winning the Palmer Cup; Tim is sailing the Baldwin Cup.
3. **Race Operations:**
 - a. Mallory: May 11-12, 2019 – NWISA – Sail Sand Point, Seattle, WA. Burke Thomas reported. Everything seems to be lining up and ready.
 - b. Baker 2019: May 25-26 - NESSA – Sail Maine, Portland, ME. Chris Crane reported that the NOR is close to finished.
 - c. Cressy 2020 (Nov 2-3, 2019) PCISA – Santa Barbara, CA. Calif. Mike Segerblom reported key items are in place. Supply of boats from LaserPerformance to be confirmed but should be good for 2019/20 year. He expects to have the NOR ready before the next call on May 2.
 - d. Mallory: May 9-10, 2020 – MISSA. Lynn Frikker noted 3 possible venues being explored: The Foundry; Chicago YC and Pontiac YC. Will try to confirm by the June 6 call.
 - e. Baker: May 23-24, 2020 – SEISA. Few details available however Tulane may be a possible host.
 - f. Cressy: Fall 2020 - NESSA. Rob Hurd commented we should wait for more details on the LaserPerformance situation and from ICSA. Possible that MIT is a backup.
4. **Old Business:**
 - a. District LLC/Incorporation Process: Mike Segerblom reported not much action to date. Activity should pick up in May.
 - b. Financial reporting: Casey Schnoor asked that if you haven't sent your district financials through 12/31/2018 to Sherri, do so as soon as possible. Sherri will follow up by email to the District Directors of the missing reports.
 - c. Sponsorship: Casey reported there is some traction from promotional piece and the sponsorship consultant. WhiteCap has stepped up for a \$2k Mallory dinner sponsorship. West Marine is a conversation in progress. Zim conversation has led to an offer in lieu of cash contribution whereby Zim would donate a 420 (\$10k retail value; in-kind value could be higher) to ISSA which, ISSA could auction for cash. Fulfillment would include a sponsorship label on TechScore. Discussion followed that a counter of a deal for 3 boats/3 yr commitment might be stronger. Discussion also followed about being cautious and protective of our 501c3 status. Casey noted that the response back to Zim to date has been that ISSA is interested, no other response or counter.
 - d. TechScore: table until May
5. **New Business:**
 - a. Status of LaserPerformance relationship; unsure at this point.

- b. Social Media strategy & developments. Casey added that the social media is part of the sponsorship package and we need a plan to manage and be better and more current.

Meeting adjourned at 8:52 pm

Next meeting: May 2, 2019

ISSA MEETING SCHEDULE
2018-2019

~~Thursday, September 6, 2018:~~ ~~Conference Call at 8pm ET/5 pm PT~~
~~Thursday October 4, 2018:~~ ~~Conference Call at 8 pm ET/ 5 pm PT~~
~~Friday October 26, 2018:~~ ~~Annual Meeting/Board Meeting — Cressy — 1pm~~
~~Thursday December 6, 2018:~~ ~~Conference Call at 8 pm ET/ 5 pm PT~~
~~Thursday January 10, 2019:~~ ~~Conference Call at 8 pm ET/ 5 pm PT~~
~~Thursday February 7, 2019:~~ ~~Conference Call at 8 pm ET/ 5 pm PT~~
~~Thursday March 7, 2019:~~ ~~Conference Call at 8 pm ET/ 5 pm PT~~
~~Thursday April 4, 2019:~~ ~~Conference Call at 8 pm ET/ 5 pm PT~~
Thursday May 2, 2019: Conference Call at 8 pm ET/ 5 pm PT
Thursday June 6, 2019: Conference Call at 8 pm ET/ 5 pm PT

** Agenda items are due to the ISSA office (send to sherri@odmsail.com) 10-days prior to the meeting. Meeting agenda to be e-mailed to the Board by the close of business (5 pm PT) on the Friday prior to the meeting.