



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

BOARD OF DIRECTORS MEETING MINUTES

Port of Hueneme Oxnard Harbor District

333 Pomona Street, Port Hueneme CA

April 6th and 7th 2017

Thursday, April 6th 2017

- I. Meeting called to order by Mr. Beuerlein at 9:10 a.m.
 - A. Pledge of Allegiance - Mr. Humphreys
 - B. Welcome and Introductions - Mr. Beuerlein
 - C. Roll Call of Delegates - Mr. Bond

CHAPTER	No. of Members	Possible No. of Delegates	Delegates Present	Proxies	Total Votes
California State	411	8	3	3	6
Coronado	10	2	2	0	2
Del Mar	15	2	0	0	0
Encinitas	16	3	1	0	1
Huntington Beach	163	6	2	2	4
Imperial Beach	2	2	2	0	2
Laguna Beach	100	4	1	0	1
Lake Mission Viejo	8	2	1	1	2
Long Beach	76	4	2	2	4
LA City	29	3	1	0	1
LA County Beaches	183	6	4	2	6
LA County Lakes	38	3	3	0	3
Monarch Beach	1	0	0	0	0
Newport Beach	35	3	3	0	3
OC LGs - C.O.L.A.	19	3	0	0	0
Oceanside	8	2	2	0	2
Pendleton Coast	9	2	1	1	2
Pismo Beach	20	3	0	0	0
Port Hueneme	3	2	2	0	2
San Clemente	51	4	1	1	2
San Diego	91	4	0	0	0
San Luis Obispo Co	23	3	0	0	0
Santa Barbara City	18	3	2	1	3
Santa Barb Co - Campus Pt	6	2	2	0	2
Santa Cruz	43	3	1	1	2
Santa Monica Harbor Patrol	4	2	1	0	1
Seal Beach	52	4	1	1	2
Solana Beach	9	2	0	0	0
Tucson, AZ	2	2	0	0	0
Ventura County	14	2	0	0	0
Independent/Unaffiliated	6	2	0	0	0
Total	1465	93	38	15	53

II. Approval of Board of Director's Meeting Minutes – Santa Cruz, October 13th and 14th, 2016.

Motion: Mr. Ragsdale moved to approve the Minutes as submitted.

Second: Mr. Richardson

Discussion: None

Action: MPU

III. Officer's Reports

A. President - Mr. Beuerlein - Attachment 1

Mr. Beuerlein thanked the Port Hueneme Lifeguard Association for hosting the meeting. He asked for a moment of silence in honor of Richard Godino who had recently passed away. Mr. Godino's contributions to lifesaving will be remembered by all members of the California Surf Lifesaving Association.

B. Vice President - Mr. McGowan - Attachment 2

C. Secretary - Mr. Bond - Verbal Report

Mr. Bond provided an update on the Personal Rescue Watercraft curriculum to the Board of Directors. The first draft of the document will be presented to the USLA Board of Directors in Cape Cod.

D. Treasurer - Mr. Williams - Attachment 3

E. Advisor - Mr. McGowan - No Report

F. 1st Delegate - Mr. Silvestri - Attachment 4

G. 2nd Delegate - Mr. Avila - Attachment 5

H. 3rd Delegate - Mr. Butki - No Report

I. 4th Delegate - Mr. Graham - Attachment 6

IV. Committee Activity Reports

A. Bylaws - Mr. Moore - Attachment 7

B. Certification - Mr. Lombardi - Attachment 8

C. Exchanges - Mr. Richardson - Attachment 9

D. Grants - Mr. Busatto - No Report

E. Junior Lifeguards - Mr. Graham - Attachment 6

F. Legislation - Mr. McGowan - Attachment 10

G. Lifesaving Sport & Fitness - Mr. Butki - Attachment 11

H. Membership - Mrs. Graham - Attachment 12

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|--|---|----------------|---|---------------|----|
| I. Newsletter | - | Mr. Hughes | - | Attachment | 13 |
| J. Original Founders | - | Mr. McGowan | - | No Report | |
| K. Professional Standards | - | Mr. Gipti | - | Attachment | 14 |
| L. Public Education | - | Mr. Silvestri | - | Attachment | 15 |
| M. Public Relations | - | Mr. Bond | - | Verbal Report | |
| Mr. Bond welcomed any new members to attend the sub-committee in the afternoon. He expressed the growing importance of social media to the CSLSA. | | | | | |
| N. Special Awards | - | Mr. Richardson | - | Attachment | 16 |
| O. Sponsorship | - | Mr. Avila | - | No Report | |
| P. Statistics | - | Mr. Burton | - | Attachment | 17 |
| Q. Training & Operations- | | Mr. Scott | - | Attachment | 18 |
| R. Ways and Means | - | Mr. Williams | - | No Report | |
| S. Website | - | Mr. Moore | - | Attachment | 19 |
| Mr. Moore thanked webmaster Pat Francis for her continued dedication to the CSLSA. She has completed a significant amount of research to address the suggested changes from the Public Relations/Social Media Committee. | | | | | |
- V. Sponsor Presentations
Meeting sponsors provided presentations: **Matuse, Original Waterman, Catch Surf, Bomber Eyewear, and Wet Seat.**
- VI. New Zealand Exchange
Mr. Michael Prichard and Mr. Duncan Wilson provided a power point presentation about their training in New Zealand. They thanked the California Surf Lifesaving Association for their support.
- VII. Lifeguard Injury Survey
Renee Jackson provided a summary and a power point presentation of her lifeguard injury survey. Ms. Jackson has been collecting statistics from USLA members since last October. She found significant correlation between subject ages, physical training activity and type of injury. Ms. Jackson thanked the Board of Directors for helping her with the survey.

VIII. Special Awards and Presentations

Mr. Beuerlein presented two CSLSA Medals of Valor to Dukes restaurant for their financial support. Additionally, the President thanked the John Wayne Cancer Foundation for their \$5,000 donation at the previous Board of Directors meeting.

Mr. Beuerlein announced the United States Lifesaving Association Lifetime Member award for Alex Peabody. Mike Silvestri, a friend and former colleague, accepted the award on behalf of Mr. Peabody's family.

Mr. McGowan presented Mr. Beuerlein with the USLA Lifetime Member award. Mr. Beuerlein was incredibly grateful and honored for the recognition.

Meeting reconvened on Friday, April 7th at 9:16 AM.

IX. Committee Action Reports from Workshops

- | | | | | | |
|---|---|----------------|---|------------|----|
| A. Bylaws | - | Mr. Moore | - | Attachment | 20 |
| B. Exchanges | - | Mr. Leach | - | No Report | |
| C. Grants | - | Mr. Bussato | - | No Report | |
| D. Junior Lifeguards | - | Mr. Egan | - | Attachment | 21 |
| E. Lifesaving Sport & Fitness | - | Mr. Butki | - | Attachment | 22 |
| F. Membership | - | Mrs. Graham | - | Attachment | 23 |
| G. Newsletter | - | Mr. Hughes | - | No Report | |
| H. Professional Standards | - | Mr. Gipti | - | Attachment | 24 |
| I. Public Education | - | Mr. Silvestri | - | Attachment | 25 |
| J. Public Relations | - | Mr. Bond | - | Verbal | |
| The Public Relations Committee discussed making improvements to the current CSLSA website. Members were tasked with researching two options (new vendors) to help improve the aesthetics and mobile functionality. Square Space and Studio 11 were the best examples of potential changes. Square Space was used as a platform to design the Ben Carlson Foundation website. Studio 11 is a contracted company who created the website for the Newport Beach Junior Lifeguards. A rough estimated cost was approximately \$3000 for the rebuild. Both options allow enhanced user permissions for committee chairs to upload content. Committee members will be obtaining official quotes and presenting options to the Board of Directors. | | | | | |
| K. Special Awards | - | Mr. Richardson | - | Attachment | 26 |

Motion: Mr. Moore moves that the award nominations in Mr. Richardson's report be sent to the USLA for approval.

Second: Mrs. Graham

Discussion: None

Action: MPU

L. Sponsorship - Mr. Avila - Attachment 27

M. Statistics - Mr. Burton - No Report

N. Training and Operations - Mr. Burton - Attachment 28
Mr. Beuerlein requested that the most updated training information and opportunities be posted on the CSLSA website.

O. Ways and Means - Mr. Williams - No Report

X. Old Business

A. Sponsorship RFP - Mr. Humphreys Verbal Report
Mr. Humphreys, Mr. Avila and Mr. Beuerlein have tabled the request for proposal based on the direction from CSLSA's new marketing advisor (Barbara Caruso).

B. USLA Textbook Revision - Mr. Humphreys No Report

C. Cal Marine Safety Chiefs Association - Mr. Williams No Report

D. CSLSA JGs Competition Fee Server - Mr. Egan No Report

E. CSLSA Standards, Certification and Training – Mr. Beuerlein Verbal Report
Mr. Beuerlein stated the importance of creating standards for certification and training. He commended the work of the Personal Rescue Watercraft working group.

F. Junior Lifeguard Membership Dues Increase

The Board of Directors discussed the ongoing topic of a Junior Lifeguard membership dues increase. The CSLSA Board of Directors are officially opposed to any increase to membership dues. The Board does support an increase for Junior Lifeguard registration fees at Nationals.

XI. New Business

A. Medal of Valor

Mr. Williams and Mr. Richardson are interested in creating a plaque for chapters who have members receive the new CSLSA Medal of Valor. Mr. Richardson will create a design for approval from the Executive Board.

Motion: *Mr. Moore moved that the Bylaw Committee recommended changes be added to the minutes for approval at the next Board of Directors meeting.*

Second: Mr. Lombardi

Discussion: None

Action: MPU

Motion: *Mr. Richardson moved that the amended Policies and Procedures be effective immediately.*

Second: Mr. Ragsdale

Discussion: None

Action: **MPU**

Motion: *Mr. Williams moved to restrict the \$2500 donation from the Ben Carlson Foundation to the Public Education account.*

Second: Mr. Gipti

Discussion: None

Action: **MPU**

Motion: *Mrs. Graham moved that the BOD approve an increase of the regional Junior Lifeguard competition fee to \$12 as recommended by the Junior Lifeguard Committee.*

Second: Mr. Ragsdale

Discussion: Mr. Williams was unsure why we need to increase the fee based on convenience. Mr McGowan stated that attendance may be declining due to the new location of the event. Mr. Moore stated that \$15 is more appropriate. Mrs. Graham said that the JG committee supported the two dollar increase as sufficient. Mr. Egan said that the intention of the initial \$10 fee was to not increase the cost each year.

Action: **MPU**

B. Chapter Applications

Motion: *Mrs. Graham moved that the BOD conditionally approve Carpenteria as a new chapter based on receiving their payment and bylaws prior to June 21st.*

Second: Mr. Gipti

Discussion: Mr. Graham is asking for an extended grace period for Carpenteria for their bylaws and payment. Mrs. Graham will contact Carpenteria as soon as possible to collect both items.

Action: **MP, two opposed (Mr. Moore and Mr. Richardson).**

Motion: *Mrs. Graham moved that the BOD conditionally approve Capitola as a reactivated chapter based on receiving their bylaws prior to June 21st.*

Second: Mr. Williams

Discussion: None

Action: **MPU**

Motion: *Mrs. Graham moved the Monarch Beach Chapter be deactivated.*

Second: Mr. Lombardi

Discussion: Mr. Moore asked if we have to give notice of deactivation. Mr. Lombardi stated that the chapter has been dissolved.

Action: **MPU**

C. USLA BOD Meeting Structure

Mr. Williams stated that there could be a change to the structure of the USLA BOD Meetings. There has been a proposal to make it an annual four day BOD Meeting & Educational Conference, followed by a two day BOD meeting. A survey has been e-mailed to board members for their opinion. More information will be provided at the Fall 2017 USLA BOD meeting.

Mr. Moore expressed the importance of the work accomplished in committee meetings. He is proud of how the CSLSA Executive Board has represented the region at a national level.

XII. Future Meetings

A. USLA Meetings Dates & Locations

1. Spring 2017

- a. Location: Brewster, Massachusetts
- b. Date: April 27th - 29th, 2017

2. Fall 2017

- a. Location: Vancouver, British Columbia, Canada
- b. Date: October 20th and 21th, 2017

B. CSLSA Meeting Dates & Location

1. Fall 2017

- a. Location: Los Angeles City (Trish Delgado – Chief of LA City).
- b. Dates: October 12th and 13th, 2017

2. Spring 2018

- a. LA County and Newport Beach expressed interest in hosting the spring meeting.
- b. Dates: April 12th and 13th, 2018

XIII. Privilege of the Chair

The President thanked the sponsors, and the Port Hueneme Lifeguards Association for hosting the event. Mr. Beuerlein commended Mr. Moore and Mr. Richardson on their work on the updated bylaws and policies and procedures. The President reminded the Board of Directors that elections will be held at the Fall 2017 CSLSA Meeting. He challenged everyone to become more involved in leadership roles as Competition Officials, Certification Officers, Committee Chairs, Executive Board, etc.

XIV. Adjournment –

Motion: *Mr. Moore moved to adjourn the meeting in memory of Richard Godino.*

Second: Mr. Richardson

Discussion: None

Action: MPU; meeting adjourned at 11:51 a.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'K Bond', with a large, stylized flourish extending from the end of the signature.

Kai Bond
CSLSA Secretary
secretary@cslsa.org