Inter-Collegiate Sailing Association of North America, Inc.
February Conference Call
2/18/2015
11:00 AM Eastern, 10:00 AM Central, 9:00 AM Mountain, 8:00 AM Pacific
MINUTES

I) President Mitch Brindley called the meeting to order at 11:05 AM Eastern time.

II) Secretary Danielle Richards called the roll, the following individuals were present and a quorum was established.

President	Mitch Brindley
Vice President	Jake Bradt, NEISA
Secretary	Danielle Richards
Treasurer	Sherri Campbell
MAISA Conference Commissioner	Michael Callahan
MCSA Conference Commissioner	Geoff Pedrick
MCSA Undergraduate President	Whitney Kent
NEISA Conference Commissioner	Justin Assad
NEISA Undergraduate President	same as Vice President above
NWICSA Conference Commissioner	Kyle Eaton
NWICSA Undergraduate President	Ryan Fritsen
PCCSC Conference Commissioner	same as Secretary above
PCCSC Undergraduate President	William Pollard
SAISA Conference Commissioner	Mitch Hall
SEISA Conference Commissioner	Blake Billman

Additional members present:

Executive Committee Member at Large	John Vandemoer
Executive Committee Member at Large	Allison Jolly
Executive Committee Member at Large	Michael O'Connor
Ad Hoc Season Length Committee Chair	Frank Pizzo

III) President's Update – Mitch informed the group that he is still working on a new title sponsor for the Team Race Nationals. At this time he is in talks with LaserPerformance and they are very interested. Bill Crane and Bahman Kia are behind it, just waiting on Farzad's approval as the 2015 sponsorship budget has already been spent. Mitch noted that this ties into LaserPerformancs new international collegiate team racing plan, the LaserPerformance Cup of which Yale University is the first host.

IV) Treasurer's Update – Sherri presented the previously distributed end of year financial report. She noted that there are still some outstanding accounts receivable from NWICSA for their website payment and several coaches and their winter meeting fees. She noted that at this time of the year the cash flow was very lean due to the expenses still owed from the winter meeting, the pending sponsorship payments and the delay in billing of conference dues. Sherri said she would hold off on her comments about the website fees until that discussion item was addressed.

V)   Secretary's Update – Danielle reported that she was still waiting on Conference reports from NWICSA and SEISA. The other conferences have already submitted their reports with some minor adjustments in committee representatives. Mitch reminded the group of the importance of having committee representatives on all standing committees and actively participating in those discussions.

VI) Ad Hoc Season Length Committee Update – Frank Pizzo updated the board on the committee's progress. Committee started with philosophical discussion about season's lengths and what college sailing is. They

VII) Old Business
    A)   ICSA Website Proposal – Danielle presented the proposal from Jared Wohlgemuth for the redevelopment of the ICSA Website. Jared recently completed the MAISA, NEISA, NWICSA and PCCSC conference sites and they were all built/designed to be able to feed into the ICSA site when it was built. This will allow for the sharing of calendar and news items between all of the sites. Sherri noted that she was in favor of this but to complete it we would need to withdraw funds from the investment account. Blake asked how much and Sherri indicated she would prefer to withdraw the full project cost of $12,000. John V. asked if there was any penalty for withdrawing the funds and Sherri indicated that there were not because it is a traditional investment account and our tax exempt status exempted us from capital gains taxes on the money. **Danielle motioned that ICSA approve the proposal as submitted and direct the communications committee to liaise with Jared on the development and completion of the site. Sherri seconded. The motion passes. Danielle will meet with Jared the following day to outline the next steps.**

VIII) New Business/Discussion for future meetings
    A)   Disposal of APS Team Race mains – Mitch indicated that since APS is no longer a sponsor we cannot use the mains at the nationals and should make provisions for distributing them to schools. He recommended that we reach out to smaller teams and conferences and ask them to submit a proposal for how they would use the sails to grow team racing in their area. The sails are LP Gold Standard mains which were designed to fit on both FJ's and 420's. Kyle expressed concern that we should hold onto them until this year's championship in case we don't have new sponsor sails by then. Mike O'Connor stated that between Brown and Salve Regina they had enough sails that we didn't need to worry about that. Blake felt that teams should have some skin in the game and have to pay something for the sail. Geoff expressed concern that the teams that probably need them won't need all 18 sets and how would we handle that. Mitch asked that everyone go back to their conference and ask teams or the conference to submit a proposal for why they need the sails and how it would help them. The recipient would be responsible for shipping them from St. Mary's and they would probably be offered for $2,000 for the set or $125-$150/sail. Proposals are due March 11.

    B)   Set up an ad hoc long range planning committee – John Vandemoer moved that this item be tabled until the next call and devote the bulk of the next call to it. Mitch suggested we also reach out to Harvey Schiller who was the Marketing Director for the Americas Cup and former director of the SEC.

    C)   Set up an ad hoc committee to review all ICSA Standing and ad hoc committees – Danielle indicated that this item came out of some questions from the ad hoc term limits committee. They were looking for a list of committees and what they were for. She stated that many came about in 1999 when ICSA set up 16 ad hoc committees to look at everything ICSA does. Prior to that there were only 3 or 4 standing committees. Mike O. stated that the ad hoc term limit committee would look at this and will be providing a report at the next call. He also indicated that his committee would

be recommending some By Laws changes to address findings by their committee. This item will be discussed further at the next call.

D)   Review activating the Board of Governors – Mitch stated that the By Laws has a provision to have a Board of Governors but he was not aware of any time when they were activated. Danielle indicated that the last time they were used was in the 1970s. Mitch liked the idea of using it as fundraising arm. Mike O. indicated part of the reason that the Board of Directors restricted was passed was due to the lack of work by the Board of Governors. All felt it was worth looking into as a fundraising arm of the ICSA but it needed direction and guidance. The discussion was tabled to the next meeting.

E)   Mitch also brought up the discussion from the Winter Meeting of having a social event at Nationals that was a cocktail party or evening social for alumni, friends and parents of college sailing to engage that group as a fundraiser. Mike O'Connor suggested doing it as part of the Alumni Regatta with a raffle/silent auction to raise some funds might be good. Mitch indicated that we need to identify what we are raising funds for. Some suggestions were the website, the championships, the BUSA tour, etc. The group felt comfortable soliciting an alcohol sponsor to help defray costs since it was not open to undergraduates. Blake recommended that we look at whether we want it to be an exclusive ICSA event with alumni and parents only or open it to the broader sailing community. Opening it up would help us project our image in a broader way. Mitch will contact John Mollicone and NYYC to see what opportunities are available for hosting a function and what it will take. Mitch will provide an update on the next call based on his discussions with John and NYYC.

F)   Mitch reminded the board to take the discussion of the 8 weekend competition limit for a sailor back to their conferences for discussion.

IX)   There being no further business the meeting was adjourned at 11:53AM Eastern Time.

X)   The next scheduled call is Wednesday March 18th at 11:00 AM Eastern, 10:00 AM Central, 9:00 AM Mountain, 8:00 AM Pacific. Agenda items are due one week before. There being no further business the meeting was adjourned at 11:53 AM Eastern time.

ICSA
Balance Sheet Prev Year Comparison
As of December 31, 2014

	Dec 31, 14	Dec 31, 13
ASSETS		
Current Assets		
Checking/Savings		
Checking - Union Bank	19,393.02	6,994.82
PayPal	4.59	1,134.21
Savings - Union Bank	1,485.10	1,485.10
Wells Fargo Investment	165,563.38	157,519.71
Total Checking/Savings	186,446.09	167,133.84
Accounts Receivable		
Accounts Receivable	2,477.50	11,705.05
Total Accounts Receivable	2,477.50	11,705.05
Other Current Assets		
Meeting Deposits	-4,609.74	1,068.24
Total Other Current Assets	-4,609.74	1,068.24
Total Current Assets	184,313.85	179,907.13
TOTAL ASSETS	**184,313.85**	**179,907.13**
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable	4,800.00	0.00
Total Accounts Payable	4,800.00	0.00
Total Current Liabilities	4,800.00	0.00
Total Liabilities	4,800.00	0.00
Equity		
Opening Bal Equity	142,308.34	142,308.34
Retained Earnings	37,598.79	52,797.07
Net Income	-393.28	-15,198.28
Total Equity	179,513.85	179,907.13
TOTAL LIABILITIES & EQUITY	**184,313.85**	**179,907.13**

ICSA
Profit & Loss Prev Year Comparison
January through December 2014

	Jan - Dec 14	Jan - Dec 13
Ordinary Income/Expense		
Income		
Annual Dues	24,720.00	24,980.00
Incoming Donation		
Donation via Techscore button	1,045.00	0.00
Incoming Donation - Other	0.00	3,000.00
Total Incoming Donation	1,045.00	3,000.00
Intersectional Fees	25,410.00	20,610.00
Regatta Entry Fees	11,311.38	7,438.25
Sales		
Certificates	390.00	339.13
Total Sales	390.00	339.13
Sponsorship Income	35,500.00	35,500.00
Total Income	98,376.38	91,867.38
Expense		
Accounting Fees/Tax Preparation	632.63	485.00
Administration		
Consulting-Intersec Coordinator	6,000.00	6,000.00
Consulting-President	19,200.00	19,200.00
Credit card fees	0.00	0.00
Office Supplies	0.00	82.93
Postage	47.21	42.76
State Filing Fees	37.00	0.00
Administration - Other	0.00	2.03
Total Administration	25,284.21	25,327.72
Awards		
All American Certificates	1,735.92	164.37
Permanent Trophies	2,733.23	710.05
Trophies	4,084.00	3,438.00
Total Awards	8,553.15	4,312.42
BUSA/ WUG Tour	0.00	15,942.72
Development		
District Dues Rebate Grants	350.00	340.00
Scoring program	6,824.00	17,522.00
Website	6,624.94	5,900.56
Total Development	13,798.94	23,762.56
Dues & Entry Fees	150.00	150.00
Honoraria	3,780.00	2,620.00
Insurance		

ICSA
Profit & Loss Prev Year Comparison
January through December 2014

	Jan - Dec 14	Jan - Dec 13
Director Liability	1,026.00	949.00
Regatta Liability	1,270.00	1,210.00
Total Insurance	2,296.00	2,159.00
Investment fee	1,624.76	322.00
Meeting Expense	3,040.52	231.93
Post Season Competition Grant	7,750.00	5,000.00
PR/Media Fullfillment	16,363.39	13,950.00
Sponsorship Expense	19,615.46	14,500.00
Travel Expense		
ICSA Regatta Representative	1,748.21	1,137.79
Intersectional Coord.	952.50	3,267.81
Secretary	1,584.02	780.66
Treasurer	909.80	642.84
Travel Expense - Other	354.50	326.16
Total Travel Expense	5,549.03	6,155.26
Total Expense	108,438.09	114,918.61
Net Ordinary Income	-10,061.71	-23,051.23
Other Income/Expense		
Other Income		
Dividend Income	12,194.67	304.70
Gain/Loss on Investment Fund	-2,608.15	7,457.62
Interest Income	81.91	90.63
Total Other Income	9,668.43	7,852.95
Net Other Income	9,668.43	7,852.95
Net Income	-393.28	-15,198.28

WEBWORKS CAFÉ

Intercollegiate Sailing Association

Proposal for Website Development
Confidential

Date: February 13, 2015

Presented by: **Jared Wohlgemuth**
                       WebWorks Café
                       13823 Esprit Ave.
                       San Diego CA 92128
                       Phone: 858-366-3392
                       jaredw@gmail.com

Proposal expires: One month from the above date

WEBWORKS CAFÉ

1.   Summary

WebWorks Café, with offices in San Diego and Thousand Oaks, California offers comprehensive website solutions and has the experience to assist you in building client loyalty and effectively grow your business or organization. We have the ideas and energy to create web experiences that will help your business thrive in the digital world. A hands-on approach allows us to work closely with our clients. Our small size provides a platform from which we can offer personal customer support often unavailable from larger competitors or do it yourself websites. WebWorks Café will provide the customization you need, resulting in a meaningful investment for you while meeting your budgetary needs.

2.   Project Scope

WebWorks Café will build a Website for the **Intercollegiate Sailing Association** (**ICSA)**. The Website will have the following objectives:

1. Clean organization of **ICSA** information and events for easy navigation by visitors
2. Encourage participation in college sailing
3. Maintain an archive of Association documentation and records
4. Encourage sponsorship
5. Allow client to maintain site

The Website will be based on the **attached FLOWCHART v01**. The flowchart will be finalized after completion of our Discovery Phase.

Project Features

- **Content Management System (CMS)**
  WebWorks Café will provide content management capabilities for the **ICSA** website with ExpressionEngine (http://expressionengine.com). An administrative back end will be included to allow authorized users at **ICSA** to make changes through a password protected area.
- Prominent ad space on home page and footer
- Social media feeds, as well as photo and video feeds

Discovery Phase

WebWorks Café will identify in detail the entire scope of the project in order to build the full Website. We will also build the new architecture of the site to create a proper flow of information that is user-friendly and functional.

During this phase, we also assess the functional, technical and interface requirements, and information architecture.

Production Phase

WebWorks Café will create a design concept for **ICSA** before proceeding with the development of the Website, and present this concept to Client. If necessary, WebWorks Café will work with **ICSA** to refine this concept until Client is satisfied. Once the design has been agreed upon, the development of the site will begin.

WEBWORKS CAFÉ

One of the most important characteristics in the development of the new site is the Interface. WebWorks Café will design a user-friendly interface that blends with the design of the site. The deliverables included in this phase include:

- o Page Creation
- o Image Optimization
- o Scripting and Coding
- o Integration of Components

Content Integration Phase

ICSA will provide WebWorks Café with the content, images and materials necessary to complete the website. The content must be provided by Client in digital format. WebWorks Café will then integrate the content into the site before beginning Beta Testing.

Beta Testing

Beta testing is crucial to ensure that all areas are working properly. WebWorks Café begins a rigorous QA and Product testing cycle. Included in the testing are:

- o Site Functionality
- o Site Usability
- o Browser and Display Compatibility
  - o Designing a website to be compatible with all browsers takes considerable effort, and sometimes requires making several versions of a page. WebWorks Café will make sure that the website is compatible with the latest version of all major browsers at time of launch.
- o Site Readability

Launch Phase

After all scenarios have been properly tested and re-tested, your site is ready for final approval. Once we receive authorization that the site meets or exceeds your needs, we will launch your site to your chosen hosting vendor.

Your Hosting environment will need to meet the following requirements, to accommodate the content management system:

- o PHP version 5.3.10 or newer
- o MySQL Server database 5.0.3 or newer
- o 32MB memory allocated to PHP

WEBWORKS CAFÉ

3.   Assumptions and Conditions

- **Change Orders**:
  If Client wishes to change the scope of the Services, the following procedures will apply:
    - Client will describe the proposed change to WebWorks Café.
    - WebWorks Café will submit a change order proposal to Client's designated contact for approval. Such proposal will include an estimate of any additional charges and any adjustments to the completion date resulting from the proposed change.
    - Upon receipt of Client's approval of the change order proposal by email, the Scope of Work will be deemed amended to incorporate such change.

- **Invoicing and Payment**
  Invoices are due on receipt and will be overdue if unpaid 30 days from the date of invoice.

- **Ownership**
  Upon payment of all Consideration, Materials Expense and Additional Expenses, all materials prepared by WebWorks Café pursuant to this Agreement shall be owned exclusively by **ICSA.**

- Client authorizes WebWorks Café to I) list Client and the Services in WebWorks Café's published Client list, II) use any material produced hereunder in its marketing presentations and materials, III) add the WebWorks Café logo to the bottom of the site in small, unobtrusive text with a link back to the WebWorks Café website.

- **Indemnity**

  ICSA agrees that it is solely responsible for the content of the material included on its website, and unconditionally warrants that all text, graphics, photographs, trademarks and other artwork are owned by **ICSA** or that **ICSA** has permission from the rightful owner to use these materials. **ICSA** agrees to hold harmless, protect and defend WebWorks Café and its subcontractors from any claim or suit arising from the use of these materials.

WEBWORKS CAFÉ

4.   Schedule and Pricing

Schedule

WebWorks Café is prepared to start the Scope of Work detailed above within 2 weeks of receiving a signed proposal and deposit check. We expect the development of the new **ICSA** website to take approximately
3 months. This schedule is dependent on **ICSA** providing all requested items and materials necessary for production of the site in a timely manner. The estimated completion time may be altered if Change Orders are implemented during the production of your project (see Assumptions and Conditions). WebWorks Café reserves the right to adjust the production schedule with a new estimated completion date if client fails to provide the necessary items and materials within 30 days of request.

Pricing

Website Development   **$ 12,000**

⌈   *Additional fees for site hosting will be paid directly to web host.*
⌈   *Cost includes price of ExpressionEngine and necessary add-ons.*
⌈   *Upon completion of website, future updates will be billed at 100 hr. or current rate, unless maintenance contract is purchased. (See next page)*

Payment Schedule for Main Website

    50% of the agreed upon project cost with the signed contract
    25% of the contract cost at completion of the Production phase
    25% of the contract and all remaining expenses (see section 3, Assumptions) will be invoiced and are **Due on Receipt** at the completion of the project or the launch, whichever event occurs first, unless otherwise agreed to in writing.

5.   Project Acceptance

I accept the project as described in this "Scope of Work" for the **Intercollegiate Sailing Association** Website project including price and schedule.

Accepted by Client: **Accepted by WebWorks Café:**

_____   _____
Signature   Signature

_____   __Jared Wohlgemuth_____
Printed Name of Authorized Official   Printed Name of Authorized Official

_____   _Owner_____   _February 13 , 2015_

WEBWORKS CAFÉ

Website Maintenance Contract

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1 . The **Intercollegiate Sailing Association (ICSA)** is engaging WebWorks Café to maintain and update the **ICSA** website once initial development is completed.

2. Compensation

For all of WebWorks Café's services under this Agreement, **ICSA** shall compensate WebWorks Café $200/month. In the event **ICSA** fails to make any of the payments, WebWorks Café has the right, but is not obligated, to pursue any or all of the following remedies: (1) terminate the Agreement, (2) immediately stop all work-in-progress.

Payment for all invoices is due by the first of each month and before work is performed.

3. Scope of Service

   a.   Ongoing training to help administrators in updating site.
   b.   Provide consultation service.
   c.   Quarterly ExpressionEngine updates
   d.   Provide disaster recovery from backup and maintain a current file library of all assets, graphics, source code and revision history for **ICSA**.
   e.   Provide advice and guidance on Web Site management & marketing at **ICSA**'s request.
   f.   Liaise with hosting customer support, and other affiliate service entities.
   g.   Monitor operating system or Server Status unless otherwise specified and agreed upon.

WebWorks Café will not, as part of the maintenance agreement:

   a.   Be responsible for errors and omissions contained in Web Site content.
   b.   Change the design or structure of the site.

4. Additional Services

Any revisions, additions or redesign **ICSA** wishes WebWorks Café to perform which is not specified in this document shall be considered "additional" and will require a separate Agreement and payment. WebWorks Café shall advise **ICSA** on any requested work that falls within these bounds.

5. Hard Costs

All hard cost expenses incurred to complete any projects shall be the responsibility of **ICSA**. WebWorks Café will obtain prior approval from **ICSA** for any such costs.

6. Cancellation

ICSA may cancel this Web Site Maintenance Agreement at any time by giving 30 days written notice, provided that payment is up-to-date.

7. Troubleshooting

In the event of a fault with **ICSA**'s web hosting service or server, we will initiate an inquiry into the service disruption within 24 working hours of the fault or support issue being reported to, or observed by, WebWorks Café. In the event of a hardware or software fault being found, the software or hardware maintainer will be contacted and WebWorks Café will negotiate with them on **ICSA**'s behalf.

8. Hours of Operation

WebWorks Café's normal business hours are from 9:00 AM - 5:30 PM PST, Monday through Friday, excluding U.S. holidays. For emergencies outside of normal business hours, WebWorks Café will make every effort to evaluate and troubleshoot problems, but cannot guarantee availability outside of normal hours.

Website Maintenance Contract Acceptance

I accept the terms for this Website Maintenance Contract, including price and payment schedule of $200 per month.

Accepted by Client: **Accepted by WebWorks Café:**

_____   _____
Signature   Signature

                                                                           ___Jared Wohlgemuth_____
_____
Printed Name of Authorized Official   Printed Name of Authorized Official

                                                                           _Owner_____February 13, 2015_
_____
Title   Date   Title   Date

WEBWORKS CAFÉ

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College Sailing

Interscholastic Sailing Association
Flowchart v01

Home Page
Slideshow
Recent News
Facebook Feed
Twitter Link or Feed
Photos
Rotating Primary Ad space
Banner Ad
Feature links to TechScore results
Highlighted promotion

- Site Search
- Contact
- Techscore

About
- Mailing List
- Contacts
- Resources
- Coaching Tips
  - Tips detail page

Racing
- Events (Grouped by season & week)
  - Event Details
- PDF Schedule
- Live Schedule
- ACC Rotations
- Rankings (news category)

Championships
- Detail Page
- Championship Conditions
- Past Championships

Awards
- Detail Page
- Winners
- Afterguard
- Competitors
- Selection Committee
- Regatta Division
  - Detail Page

Hall of Fame
- Detail page

Media
- News
  - Full Post
  - Archives
- Social Media
- Photo Gallery
- Video Gallery

Footer
Site Map
Sponsor ads

Possible Additional Features
- Online Store
- Classified Ads