



February 21, 2025

**COAST GUARD MUTUAL ASSISTANCE BOARD OF DIRECTORS
QUARTERLY MEETING HELD ON FEBRUARY 19, 2025.**

1. Call to Order: The board meeting was held virtually and called to order by the Vice President at 1331.

2. Roll Call: CMC (Ret) Wong conducted a roll call and confirmed a quorum was present.

PRESENT:

Officers of the Corporation: CWO (Ret) John Baker, Vice President
AUX Michael Phillips, Treasurer
CDR (Ret) Brooke Millard, CEO & Secretary

Members of the Board of Directors:

D-MCPOCG Jahmal Pereira	Mrs. Rebecca Ligtenberg	PO2 Sara Pounder
LT Anthony Alger	SCPO Lazaro Lopez	LCDR Emily Trudeau
CMC William Kelly	CWO Darien Moya	CAPT Eva VanCamp
LT Kristofer Wilson		

CGMA Staff: CMC (Ret) Jason Wong, Mrs. Mellissa Bell, Mrs. Sara Martin, Mrs. Alena Howard, and Mrs. Andrea Cacciola

ABSENT:

RADM Joe Raymond	PO2 Pedro Gonzalez Soto	Mrs. Angela Judge
Mrs. Lorraine Galvis	PO1 Benjamin Lind	CDR Daniel Trimble
Mrs. Taylor Hart	LCDR Shannon Reck	

3. Previous Minutes: The minutes from the quarterly meeting on November 20, 2024, were approved through an electronic vote conducted on December 2, 2024.



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4. Treasurer’s Report: AUX Phillips

Financial Overview: The organization had another strong year in the market, contributing to financial growth, though long-term challenges remain.

- Year-End Balance: \$55.4 million (up from \$52.9 million, +\$2.53M /+4.8%).
- Annual Income Rate Trends: 2024 – 2.9%, 2023 – 3.4%, 2022 – 6.5%, 2021 – 7.0%, 2020 – 1.4%
- Long-term sustainability and intergenerational equity remain priorities. A projection report will be presented at a later date.

Statement of Activities

- Revenue: \$8.7M (Budgeted: \$6.45M, +34.8% variance, largely due to market gains).
- Contributions: \$3M (Budgeted: \$3.6M, -16.6% variance, reflecting a continuing shortfall).

Spending Overview

Category	Actual	Budget	Variance
Disaster & Emergency Grants	\$1.2M	\$1.1M	-\$140K (-12.7%)
Education Grants	\$1.4M	Under Budget	+\$71K
Total Unrestricted Spending	\$6.1M	\$6.3M	Under Budget by 3% (-\$200K)

Investment Performance

- Main Portfolio: \$35.7M (+\$4M, 15.03% net-of-fees return vs. 14.76% benchmark).
- Short-Term Portfolio: \$9.3M (-\$2.4M due to \$3.8M withdrawals for operations).
- Market Overview: 2024 saw a 23% overall market increase, with a strong first quarter and a 2% gain in Q4 despite instability.

Looking Ahead

- Long-term projections are to be reviewed at the next meeting.
- Market performance remains uncertain; allocations remain on target.
- Auditor review is ongoing; this report is in draft form until finalized.



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5. COMMITTEE REPORTS

a. Executive Committee: CWO (Ret) Baker

Update

- Leadership changes within the Coast Guard, noting that with the relief of Admiral Linda Fagan, Admiral Kevin Lunday has assumed the role of Acting Commandant and now serves as the Chair of the Board.
- Awaiting an update from Admiral Raymond regarding potential impacts on recent Executive Orders. CGMA operations will continue as normal, ensuring uninterrupted support for the Coast Guard community.

Annual Meeting Update

- Proposal made to move the Annual Meeting from April to May 19 and rebrand it as the Coastal Grit Event. CGMA's Bylaws specify the meeting must be held annually in April.
- CDR (Ret) Millard provided insight into nonprofit annual meeting requirements, noting flexibility in format. The meeting will fulfill legal obligations, including Board elections and financial statement reviews, with the IRS Form 990 set for release before April. The goal is to maximize member participation with a venue capacity of 1,000. The event will focus on celebrating CGMA's work, honoring awardees, and fostering community engagement rather than a traditional meeting format.
- Mrs. Howard confirmed that event expenses are covered by sponsors, with \$65,000 raised and a \$50,000 budget. Additional sponsorships will support CGMA programs. The event aligns with strategic goals to strengthen relationships within the Coast Guard community.

Discussion & Questions:

- AUX Phillips: Asked if the event would generate surplus funds. The intent is to raise additional funds, and corporate partnership opportunities remain open.
- CWO (Ret) Baker: Expressed support for taking the event on the road to engage more members.
- LT Wilson: Inquired whether the by-laws should be permanently amended or if this was a one-time change.
- CMC (Ret) Wong: Confirmed this is a temporary change, but future location changes may warrant a by-law review.
- LT Wilson: Noted that the by-laws currently require an April meeting and suggested revisiting this requirement.



Motion to Approve Change of the 2025 Annual Meeting Date:

- Motion by: CWO (Ret) Baker
- Seconded by: AUX Phillips
- Vote: Approved by unanimous vote

b. Nominating Committee: CWO (Ret) Baker

- Reported the committee met during the last week of January and the first week of February. A total of 122 applications were received for 11 positions, making the selection process challenging. The committee worked diligently to narrow down candidates to three per category.
- The new board member indoctrination is scheduled for May 6-7, 2025.

Motion to Approve the Slate of New Board Members (Enclosure 1)

- Motion by: CWO (Ret) Baker
- Seconded by: LCDR Trudeau
- Vote: Approved by unanimous vote

c. Management Committee:

- The committee had no updates to present at this meeting.

d. Mutual Assistance Committee: LCDR Trudeau

Second Class Petty Officer (E5) – Hurricane Damage Assistance

- Approved a financial assistance request for an active-duty Second Class Petty Officer whose home sustained major flooding and significant damage during Hurricanes Helene and Milton. The application requested a \$30,000 grant; however, after evaluating the member's financial standing, property damage, and insurance coverage, the Board approved \$30,000 in assistance, structured as a \$15,000 loan and a \$15,000 grant.



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Chief Petty Officer (E7) – Financial Hardship

- Approved a financial assistance request from an active-duty Chief Petty Officer who faced financial hardship following the arrest of their spouse on multiple felony charges. The spouse had full control of the household finances and accrued high-interest debt in the member’s name without the member’s knowledge while failing to make mortgage and car payments. Upon discovering the situation, the member took full control of their finances, caught up on overdue mortgage and car payments, and assumed responsibility for the outstanding debt. However, the burden of high-interest payments has created ongoing financial strain. After reviewing the circumstances, the Board approved \$20,000 in financial assistance, structured as a \$10,000 grant and a \$10,000 loan.

e. Audit Committee: CWO Moya

- The audit firm, *Brown Edwards*, has officially contacted the committee with a letter outlining the audit process, including the plan, scope, and timing. The next steps involve meeting with the firm to address questions and coordinating with Mrs. Bell.

f. Education Committee: Not Present

- No report.

g. Strategic Planning Committee: CMC Kelly

- The committee had no updates to present at this meeting.

h. Cyber/IT Committee: Mrs. Martin

Distribution List Issue:

- The IT Committee identified a problem with the distribution lists for the committees and board. Specifically, when sending emails from a CG email, users should double-check that they receive the email back, as email delivery appears to be an issue.

Cyber Security Insurance Renewal:

- The cyber security insurance policy is up for renewal in March. There are no changes to the policy, but CDR Trimble will review the terms thoroughly before signing for renewal.



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Salesforce Update

- A year and a half ago, the committee hired a vendor to work on Salesforce, but after a year, they were let go due to unsatisfactory results. A second vendor was then hired to address issues and implement live functionality. While progress was made, more fixes were required than initially anticipated, leading to growing pains. Despite the challenges, the system is now functioning much better, with about 80% of applications being completed online by clients, which was previously impossible.
- Disbursements are now being sent through Zelle and ACH (bank transfers), eliminating the need for paper checks, which is a significant improvement.
- While staff have faced some stress during this transition, they are navigating through it with increased reliance on the vendor. The final adjustments are expected to be completed by this spring.

i. **Development Report:** Mrs. Howard

Upcoming Events

- Coastal Grit Event, scheduled for May 19, 2025, in Tampa, FL.
 - All board members are encouraged to attend; travel expenses will be covered.
 - Currently, \$65,000 in committed sponsorships, with an additional \$10,000 from USAA.
 - RSVP deadline: May 1st for in-person attendance.
- Golf Tournament, scheduled for November 12-15 at The Barefoot Resort.
 - Registration will open earlier this year due to last year's late start.
 - A new planning committee has been established for the event.
 - This will be the final year of the contract at the current location.

Volunteer and Outreach Updates

- Auxiliary Ambassador Program continues to grow, with preparations underway for the upcoming campaign.
- A social media intern has joined the team for the next few months to support outreach efforts.

Development and Fundraising

- Noted an issue where no donor acknowledgment letters were sent when Salesforce went live until January. The letters have now been sent, along with the 2024 tax letters. While the delay was not ideal, steps are being taken to ensure this does not happen again.
- Plans are in place to hire a major gifts officer by June 1, 2025.
- Requested board members' support and influence within their networks to aid the current fundraising campaign.



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j. Operations Report: CMC (Ret) Wong

Financial Assistance

- In 2024, CGMA provided \$8.6 million in financial aid, supporting 6,337 Coast Guard members and their families.
- Since our Board meeting on November 20, 2024, CGMA has allocated \$1.8 million in financial assistance to support 1,375 members and their families, including grants for those who suffered personal property losses due to fires impacting members assigned to Training Center Petaluma and USCGC Scioto.

Program Update

- The Supplemental Education Grant (SEG) Program will be reinstated on March 1, 2025, with 50% of the annual budget released, followed by a second release on December 1, 2025. Given that the program exhausted its funds within days of its last reinstatement, Operations will work closely with the Education Committee to develop a sustainable long-term solution.
- On January 14, 2025, CGMA reinstated its Tutor.com program, marking a welcome addition to its education support offerings. This decision addresses a crucial gap in CGMA's educational programs by providing users access to valuable online tutoring services.
- Collaborating with the Management Committee to update the CGMA Operating Manual. Additionally, Operations is heavily focused on a major project to update our website, particularly the program pages, to improve the user experience. This update will also include integrating Representative resources that will help prepare for a fully online application process for applicants.

k. Finance Committee: LT Wilson

- The committee had no updates to present at this meeting.

6. CGMA HQ Update: CDR (Ret) Millard

General Updates

- Admiral Raymond reported no changes for CGMA; operations will continue as normal.
- Emphasis on the fact that CGMA is 100% funded by donations, with new messaging designed to clarify the lack of government funding.
- Hudson Lake has contributed content and strategies to support the annual fundraising campaign.



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Fundraising Outreach Efforts

- MCPOCG Initiative: Letters are being sent to retirees, encouraging allotments to establish a steady income stream.
- Auxiliary: A letter, currently in production, will be signed by the National Commodore and mailed soon.
- Reservists: Postcards are being sent to request one-time donations.
- Active Duty:
 - In January, 900 emails were sent to Commanding Officers and Executive Officers, reminding them of the annual campaign and encouraging them to assign a unit campaign coordinator.
 - These emails also provided information on each unit's donations and assistance usage.
 - Positive feedback has been received, and the number of campaign coordinators has increased from 280 total last year to 400 so far, with 6 weeks until launch.
 - The campaign is encouraging at least \$5 allotment donation from members.
 - Next steps involve reaching out to larger units without assigned coordinators and developing a matching campaign for specific locations.

Outreach and Communication Challenges

- Recent visit to Florida units successfully reached over 500 Coast Guard members across 15 units.
- Communication challenges vary by location due to different environments (e.g., limited space, no internet access, hurricane-damaged facilities).
- Efforts are underway to establish consistent communication through Training Centers and to develop a SharePoint folder in collaboration with FORCECOM.

Leadership Update

- Admiral Charles Fosse will be the new Board President and is scheduled to PCS into the CG-1M position this summer.
- Plan to visit Admiral Fosse in D13 in April to provide a CGMA briefing and connect with donors and units.

Meetings and Membership Updates

- Monthly meetings will continue the second Friday of each month at 1300, excluding months with BOD meetings.
- Met with CPOA recently; they have over 12,500 members, each contributing \$48 annually.
- Last year, there were approximately 8,000 active-duty allotments. Efforts are ongoing to strengthen relationships within these networks.



7. Old Business: CMC (Ret) Wong

- Action Item: As proposed at the November Board Meeting, a Strategic Communications Committee will be established to enhance organizational messaging and outreach. Further details will be provided once the plan for forming the committee is developed.

8. MCPOCG Office: Deputy MCPOCG Pereira

- Appreciation was expressed for the Board's ongoing support and patience during this period of unprecedented changes within the Coast Guard's ranks. Acknowledgment was given for the continued understanding and dedication as the organization navigates these transitions.

9. New Business:

Report Access for Representatives

- LT Alger raised the potential for representatives to run reports independently.
- Mrs. Martin confirmed this capability is planned, though no specific date has been set, with an anticipated launch in the spring.
- CDR (Ret) Millard mentioned initiative to post filterable data file on CGMA 2024 support on SharePoint so commands/ reps can discover CGMA's impact locally.
- In the interim, the Operations team is currently handling report generation.

Future of SEG Grants and Programs

- SCPO Lopez brought up concerns about the potential need to reassess SEG grants and programs if contribution levels do not increase. This was presented as a consideration for future discussions, with no immediate response required.

Membership Trends and Fundraising Diversification

- CDR (Ret) Millard acknowledged the decline in active-duty (AD) membership but noted a shift toward growth in the retiree community, with 5–6% of retirees now providing allotments.
- Emphasis was placed on the need to diversify the fundraising portfolio, including plans to bring on an additional gift officer to expand fundraising efforts
- This topic was identified as a valuable discussion point for the Strategic Planning Committee moving forward.



10. Good of the Order: CDR (Ret) Millard

A story was shared highlighting two service members from Sector Key West, one stationed on a cutter and the other at a station, who faced similar challenges. Both had babies requiring extended care at a NICU in Miami.

One service member received CGMA assistance, which helped cover lodging expenses near the hospital, allowing the family to remain close to their child during the critical care period. In contrast, the other service member, who did not seek assistance from CGMA and instead reached out to other organizations, was unable to secure support and had to commute daily from Key West to Miami.

This story underscores the importance of awareness and access to CGMA resources to ensure all members receive the support they need during challenging times.

11. Next Meeting: Next Quarterly Board of Directors meeting is scheduled for May 7, 2025, at 1330.

12. Adjournment: Absent any objections, CWO (Ret) Baker adjourned the meeting at 1433.

Handwritten signature of Jason Wong in blue ink.

Submitted by: Jason Wong
Chief Operating Officer

Handwritten signature of Brooke Millard, CDR, USCG, Ret. in blue ink.

Reviewed by: Brooke Millard
Chief Executive Officer