



IOD WCA Strategic Planning Committee meeting notes - 2/18

Attending: John Burnham (chair), Luigi Galbiati, John Roberts, Rick Thompson

1. New Fleet Development Initiative - We heard updates from Rick and John R. on the Toronto and Chicago initiatives. Representatives from both areas have been invited to visit Chester and Northeast Harbor, respectively this year. **Action: SPC requests IOD WCA authorizes distribution of a box of 75th Anniversary books (12 book) to each fleet captain, who may sell to fleet in support of the class or gift to visiting sailors showing interest in starting new fleets.**
2. Global Fleet - Luigi reported finding a third boat in the "global fleet" - Marguerite, in the Channel Islands.
3. Photo album archive - Luigi reported on the Google Photos albums folders that he and John B. have been developing, one per fleet. The goal is to add quality photos representing every fleet, which will among other things feed a slide show presentation John B. is developing.
4. Short-run books - Luigi discussed the Manhattan YC fleet plan to hire a photographer on five occasions in the 2018 season and create a photo book. John Roberts reported that a similar project he's working on with Nick Shoeder should be coming to fruition for 2017 Worlds competitors shortly.
5. Branding Exercise - in developing Strategic Initiative #2 - to rebrand the class - the group discussed a "branding exercise" paper submitted by Timmy Dietrich and began to grapple with the idea of targeting different audiences and how we might give fleets a toolbox of branding material that could be used or modified to suit local markets. John B. cited the need to develop a single primary message.
6. Next meeting: Rebranding will be a primary discussion topic at the group's next meeting, at noon ET on March 13th.