Strategic Planning Meeting Minutes

2018 Oct 31 – Noon EST, 1600 CET

Location or Call-in Information:
Dial-in: PowWowNow.com
US, CAN, and Bermuda - 1 415.363.0833
SWE - 0939.2066.400
PIN – 492321

Call to Order 12:00 EST, 16:00 CET

Present: (a) timmyd dittrich (b) Reine Larsson (c) Rick Thompson (d) Luigi Galbiati
Absent: (a) John Roberts (b) Tormod Lie (c)

Business Conducted:

- Discussion/Exploration on what and how to execute on SPC SWOT Analysis of 2017/18
- Discussion on INTRA FLEET REGATTAs
  - Intra Fleet Regattas
    - Help build relationships and build the Fleet
    - Manhattan Fleet had a “FUN” event with the Kiwi’s in NY. (LVH Regatta – Kiwis. Match Racing)
    - Talks in progress to engage in a Team Race Manhattan vs LIS
    - The Amorita Cup is a great example – good attendance Elliot Wislar, John Evans. Follow up with these two to promote the event and develop others
    - SPC feels priority #1 should be to promote via Invitation Fleet vs Fleet regattas
    - It all starts with getting people out of their comfort zones***
    - Bacardi Regatta – Bermuda – November – Where's Mhead?
    - A concept that needs promotion is that Away events do NOT REQUIRE a a Skippers entire team from the season. It's fine to bring crew from other boats or fleets or wherever. It's supposed to be FUN. Get crew from the Host Fleet
    - Work w Fleet Captains and Communications Committee
    - Sweden feels that Intra Fleet regattas are critical to stabilizing Fleets. Stabilizing fleets is less expensive and a bit easier than building new ones
    - Once IFR's are established, Host Fleets need to supply the Comm Committee with content for promotion and attraction

- Discussion on NEW Fleet Development
  - Sweden points out that Stabilizing fleets is less expensive and a bit easier than building new ones
  - It is a challenge for Europe to find targets for new fleets at this point. A deeper look at the situation will be explored
  - Rick Thompson is reaching out to 2 additional clubs in Toronto: The Boulevard Club and the National Club. The RCYC hasn't responded as swiftly as hoped. Efforts will continue in Toronto
  - John Roberts has/is communicated with parties in Chicago.

iodwca.org
Overall, the sentiment seems to be that NEW Fleet development is a very big and long task

- Discussion on launching re-branding and communications efforts
  - Rebranding and Communications seem to be the key to stabilizing and growing the IOD. The SPC feels very strongly that this effort needs to begin in a big way NOW.
    - Fleets need to be pushed to share their content locally and with the WCA. Kontent is King. (MHD has just established a position with the fleet to handle communications and promotion)
    - The WCA needs to encourage Members to visit the website and FaceBook. More "Likes", more "Comments", more "Share". Promotion & Attraction.
    - Follow through on SWOT Analysis and "rebrand" the IOD
    - Promote "CLASSIC Affordable Racing". Create Envy
    - Create a PROFESSIONAL promotional video
    - Participate in major boat show or classic publications

Votes Taken:
- No votes necessary

Materials shared:
- 2017/2018 Strategic Planning Committee SWOT Analysis

Next Meeting: 2018 November 28 11:00am EST, 17:00 CET

Adjourned 13:28 EST, 18:28 CET