

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

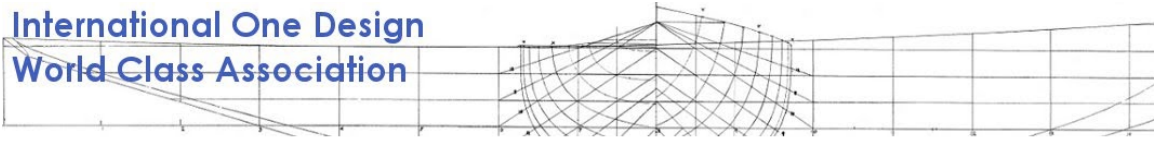
Call to Order 12:00 EST, 16:00 CET

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 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.



- 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 w 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