

**The 'X' One Design Class Association
Marketing Committee**

Minutes of the Meeting held on 10th March 2009

Present:	Ted Roose	Chairman, Itchenor
	Mark Hall	XOD Class Captain
	Nick Dorley-Brown	Yarmouth
	MOS FitzGerald	Hamble
	John Miller	Lymington
	Neil Payne	Cowes

Apologies: Paul Fisher, Mark Jardine, Barry Sandeman, Tina Scott.

1. Matters Arising

- 1.1 The Class broker was confirmed
- 1.2 Candidate for PRO leading up to Centenary Celebration was discussed

2. Expenditure

£600-700 already spent printing letters, web work. Future expenditure to involve Rory Paton recently appointed Hon.Treasurer who would be producing monthly financial reports. In addition, two signatories on cheques being introduced.

Action: All

3. Inactive Boats

Letter sent to all Divisions identifying inactive boats for comment on. Feedback so far disappointing. Each Divisional Captain to be asked for detailed report at next Class Meeting. Nick D-B said shared ownership should be encouraged and thereby the boat races more regularly.

Action: MH

4. Winning Boats

JFM published his report. Initial analysis showed Woodnutt and Burnes had done well. Need to be mindful of exception helms unbalancing the results. Equally Hampers had done quite well notwithstanding their "unwarranted" reputation amongst some members. John to recast results based on 1970 onwards. An article for the website on this analysis. John and Ted to liaise. MH to publish analysis at next Class Committee meeting. Overall some myths with everyone agreeing the biggest influence was the helm.

Action: MH/JFM/ER

5. Young Helm Award Cowes Week

Neil to draft the detail. Principle was 2 people on X Boat under 25 on last day of Cowes week, one of whom would be the helm. MH had a cup in mind. Anyone can enter but needs encouraging perhaps with sponsorship at Divisional level. Neil to look at what Cowes/ Yarmouth Divisions might do to get more young on the water and circulate at next Committee meeting.

Action: NP

6. Sponsorship

Ted's paper was discussed. In addition to Mark Jardine's initiatives, ER believed the net needed to include Event managers and Sponsorship Agents. NP believed the best approach was direct to individuals known to Class Members. List of names / Event managers needed to be agreed. Divisional Captains need to be involved. N D-B to go ahead with his contacts. Companies would be planning their promotional spend for 2011 now. NP to read the Sponsorship Proposal and then talk with Ted direct.

Action: NP/ER/ND-B

7. Class Brochure Distribution

Original print 9th. Bar 50, all sent out via Club mailings, Solent Year book etc. From a slow start, it has been very successful. Next move is to publish a news letter with contemporary articles e.g. NP Restoring an XOD, the new build etc. ER aim to publish September 09. Following N D-B comments, it was agreed to review overall objectives at next meeting.

Action: All

8. Class Clothing

Class tie agreed.

Tina to liaise with Ocean World to get system right

Musto samples delivered to Tina. Divisions to call off as required.

Action: Tina

9. Publicity Articles

Restoration NP

Mark Jardine for Yachts and Yachting

Simon Russell: Why he sails an XOD

Classic Boat

Online presence: Class publicity programme on hold

10. Website

Website enhancement with priorities needed reviewing

Next Meeting: Monday 18th May 2009 at the Royal Lyminster YC at 1800 hours.