



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

**Minutes of the Meeting held 10<sup>th</sup> February 2010 at The Royal Lympington Yacht Club**

Present:	Ted Roose MOS FitzGerald John Miller Neil Payne	Chairman, Itchenor Hamble Lympington Cowes
In attendance:	Pam Priscott	Marketing Committee Secretary

**1. Apologies for absence**

Nick Dorley-Brown (Yarmouth), Barney Sandeman (Parkstone), William Norris (CC), Paul Fisher (Webmaster)

**2. Minutes of the meeting on 9<sup>th</sup> December 2009**

The Minutes of the last meeting were approved by the meeting and signed by the Chairman.

**3. Opening Remarks**

Ted Roose reported that the only matter arising not on the agenda was memorabilia and Nick Dorley-Brown is still researching this.

**Action: Nick Dorley-Brown**

**4. Budget for 2010**

Marcom Secretary reported that there is budgeted income of £7325 for this year with budgeted expenditure of £3250. To date there had been no receipt of income from the suppliers who are contributing £200 each for mention on the website and e-mail shots, or from the advertisers in XOD News. Marcom Secretary to progress this with XODSec and find out up to date figures of income and expenditure.

**Action: Marcom Sec**

**5. Early indications of intentions for Cowes Week 2011**

XODSec will be sending out a questionnaire with the new handbook asking if members are intending to go to Cowes Week 2011 in order to have some idea of numbers. It was suggested that it is important to concentrate on those boats that do not normally attend. Neil Payne said that it should be established who is going to sail the boats in rebuild. He felt that there would be merit in having a page on the website which would show who was firmly committed

**6. Location for Media and VIP Reception Cowes 2011**

Neil Payne reported that there had been discussion about Cowes Yacht Haven the previous day at the Centenary Committee Meeting. Neil had been to have a look at the venue that morning and said that the balcony which is tented can hold 300 people and the Bar another 100, and this is all at 1<sup>st</sup> floor level, overlooking the berthed yachts. It may be possible to have X 1 on the balcony. There is sufficient height in the main building to have X 1 and X 200 fully rigged. Neil has made a provisional booking for the Monday night for the Reception. The Prospect cannot accommodate the same numbers. John Miller remarked that it would be good if racing could be controlled or shortened on that day to enable some of those racing to go to the Reception. Ted Roose said that a list of VIPs will be required and the Marcom Sec is to compile a list of suggested guests. She is also to find out if the PR Company looking after Cowes Week has a list of the media people to invite.

It was suggested that every Cowes yacht club, every yacht club with an association to the XODs should have a representative, also Seaview, Bembridge, Royal Victoria, CCC Committee, RYS, RYA, and individuals previously associated with the Class. Ian Lallow and Denis Ellis should be invited to the Dinner. The main Class suppliers should also be invited.

Neil said that the Yacht Haven used to be owned by a Trust, 50% of which was the Isle of Wight Council and 50% the Max Aitken Trust, and it has to make a profit. The Isle of Wight Mayor should be asked. Also there is the question of whether we could ask for a civic reception – the council may be prepared to make a contribution as it will be something of an occasion.

A quotation has been requested and a meeting should be arranged with Isle of Wight Council.

Discussion turned to the planning for a party on Thursday morning at the RYS. The intention is to entertain the many wives, husbands, partners who support XOD racing. Neil Payne has spoken to Trish and has booked the lawn from 8.30 to 11 and requested a quote for bacon baguettes, sausages, pain au chocolat, Bucks Fizz, orange juice, tea/coffee for about 150 people. It is hoped that this event will be funded by a donation. It is not expected that sailors will attend, but the CC may, and then be taken out to his boat in order to race.

Neil advised that if a member of RYS was to request it, the end time of 11.00am could be extended.

**Action: Neil Payne**

### **7. Class Clothing Next steps including Battle Flags for 2010**

John Miller said that a flyer went out before Christmas but he has no idea if there has been any response. He said another will go out late March before the start of the season and members need to be encouraged to invest in the clothing. The flyers go out by e mail to all of XODSec's lists and then the Divisional Class Captains are sent the flyer to forward to their own lists. Neil Payne asked if there will be 2011 specific clothing and it was agreed this is important. There is a need to think about the design and Ted Roose said that it is one of the items in the Sponsorship shopping list. Ted said that he is sure an event shirt which is pretty smart is needed with the new logo. It may be something that will tie in with Nick Dorley-Brown's memorabilia, but it is hoped that the shirt could be sponsored.

John, having recently ordered an item from Musto will monitor whether 20% of the purchase price comes through to the Class.

Battle flags were then discussed. John Miller has approached North, Hyde and Hampshire Flag. Hyde have not responded. John suggested these flags should appear at Cowes in 2010 and then he hoped that all the Divisions would fly them all year in 2011, so they will need to be moderately sturdy. It was agreed the design should be as per the lozenge that appears on the letterhead.

The size needs to be fairly big – 800x1000 cms as battle flags will in all probability be flown from the backstay. Hampshire Flag have quoted £12 for a minimum of 100 and North £13 but would reduce this if they were allowed to have their own logo on the flag. It was suggested that they could be included (or added to) the price of entering Cowes this year and anyone else could pay for one. A number will also be wanted for decoration in 2011. They will not be allowed to be flown while racing. John was asked to finalise the quote based on 200 flags printed in two colours and to ask for a sample of the material. It was pointed out that they will be printed on one side only and everyone should be aware of this. Class Committee approval will be required for battle flags. The flags will be printed and not sewn. It is anticipated that the entry fees for Cowes Week this year will remain high.

**Action: John Miller**

### **8. Under 25 Trophy motivating the Divisions.**

Neil Payne said he has not been able to progress this yet, but is intending to e mail the Divisional Class Captains. The U25 Cup rules have been changed and only the helm is required to be under 25. The great benefit of this trophy is to get younger people sailing X boats. Each Division must be allowed to decide how best to encourage participation, but for example at Itchenor it might be through an informal Wednesday evening series that a choice of helm is made.

It was noted that the Divisions do need to be given some help, guidance and ideas, and it would be even better to have more than one representative from each Division.

**Action: Neil Payne**

### **9. Update of Analysis of Inactive Boats**

A summary of was produced from figures supplied by XODSec and this showed that two boats thought to have been lost have been found - X94 and X113.

It was also noted that 10 out of 21 existing inactive owners, who had stated their intention to race in 2009/10 had done so in 2009 and also that 10 out 12 new owners had raced in 2009. There were some inconsistencies with the returns produced by the Divisions of last seasons racing results, which need to be resolved.

Nick D-B had emailed suggesting that the Class Captain might be asked to write to member/owners who are inactive asking them to sail or sell. Itchenor and Parkstone Divisions in particular appeared to have a number of these. The Chairman to discuss with the Class Captain.

**Action: Ted Roose**

### **10. Report on distribution arrangements for XOD News**

Figures were distributed showing the proposed distribution to have reached 6,200 copies so far. Ted Roose has extra copies available which he is holding on to for now. The RSouthernYC no longer do mail outs but they will make copies available on their reception area, other areas and in the bedrooms. John Miller asked how it can be put into PDF format for the website. John has talked to the new flag officers at Lymington about distribution and it could be put on the web, but would need to be appropriately formatted. It needs to be available on the Class website and John thought that there is room on the home page for a link.

Neil Payne said that magazine corners in yacht clubs are excellent areas for copies to be left. Ted still thinks that mailing them out is the best method and only if the clubs are not willing to do mailings should they be incorporated into e news. MOS Fitzgerald will speak to Warsash Sailing Club and Neil will speak to the Rear Commodore Sailing at Seaview. Ted will ask the XODSec to talk to RN and Royal Albert Yacht Clubs in Portsmouth. Some copies should be mailed to the Royal Victoria Yacht Club and Neil also thought that the Royal Thames would be a good distributor. The committee congratulated Ted Roose on the successful accomplishment of XOD News. There has been a donation from Mark Hall towards the distribution for which he was thanked by the Committee.

**Action: All**

### **11. Class Statistics**

Figures had been produced showing numbers racing in 2009. It was desirable that everyone in the Class should be using the same statistics and they therefore need to be circulated through the Class Committee and put onto the website. Marcom sec to ask XOD sec to forward them to the Webmaster.

**Action: All**

### **12. Sponsorship**

Ted Roose reported that the potential big sponsor has pulled out. In order to make one final push, a letter to go to prospective sponsors has been written and was passed round for comment. It was agreed that when it is finalised ten copies will be sent to all the Marcom, Centenary Committee and Class Committee. They can pass these letters on with short personal notes, and a copy of the XOD News, to anyone they think suitable.

### **13. PR**

Meetings had been held with editors of PBO, Classic Boat and Yachts & Yachting at the Boat Show and they were told about Centenary year. Classic Boat and Yachts & Yachting are happy to be sent articles and provided a list of their editorial themes, so suitable copy can be submitted. A list of themes will be distributed to the Committee. PBO have been put in touch with John Harding to write up the restoration of X113 and Richard Field has written an article for Classic Boat

The local papers in Lymington carry good yachting articles – the Hampshire Chronicle and Lymington Times. A letter will be sent to Roger Johnson at BBC South to make him aware of Centenary year.

**Action: Ted Roose, Marcom Sec**

**14. Any Other Business**

The Westmacott Regatta in mid-June was discussed and it was agreed that the simplest thing is for the XODSec to circulate details around the Class. The Hamble division are proposing to run motor boats to Portsmouth to take sailors back and forth. There will be a Dinner at the Royal Albert.

The date of the next meeting was proposed to be Tuesday 27<sup>th</sup> April. This is a week after the next scheduled Centenary Committee meeting.

**Date of next Marketing Committee meeting:** 27<sup>th</sup> April

Signed \_\_\_\_\_

Date \_\_\_\_\_