

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

Minutes of the Meeting held on 18th May 2009

Present:	Ted Roose Mark Hall Nick Dorley-Brown John Miller Mark Jardine	Chairman, Itchenor XOD Class Captain Yarmouth Lymington Media Representative
In attendance:	Tina Scott	XOD Class Secretary

1. Apologies for absence

Paul Fisher (Webmaster), MOS FitzGerald (Hamble), Barney Sandeman (Parkstone) and Neil Payne (Cowes).

2. Minutes of the meeting on 10th March 2009

The minutes of the last meeting were signed by the Chairman.

3. Budget Update

The Chairman reviewed expenditure to date and the proposed budget previously sent to the Hon Treasurer. Expenditure was well within the estimated budget and no unexpected costs had been incurred. The Class Secretary will individually chase outstanding subscriptions. Confirmation of the marketing budget available was awaited from the Hon Treasurer.

Action: Class Secretary, Hon Treasurer

4. Further Analysis of Winning Boats

John Miller reviewed his report on builders and winning boats compiled from analysing boats built by different builders against Cowes Week results from 1930-2007. It was noted that it was the boat owners who were recorded as winners, not the helm, and that serial winners (those winning 3 or more times) were excluded from the analysis. The figures showed a wide range of successes leading to the conclusion that there was no clear winning boat builder, as there were winners across all boat builders, thus the myth was blown and the object of the exercise achieved. It was decided that this information should be available on the website, in the form of an amended table and text, for all the membership and potential new members to see. The Committee thanked John for his analysis.

Action: John Miller

5. Sponsorship Proposal

The Chairman handed out the Sponsorship Proposal and confirmed that 100 had been printed. Further distribution to potential sponsors was discussed. The Class Captain reported on comments received that in the absence of a sponsor for the entire programme, there may be people within the XOD membership who could support one of the items as a benefactor. The Committee thought it better to start with a title sponsor for all or the majority of the required amount to cover the main events, before moving on to several benefactors. It was agreed the Proposal should be sent to personal contacts within specific companies, rather than their Marketing Departments. Companies suggested were Henri Lloyd, Musto and those with centenaries at the same time, such as Ebel. The next Class Captain's newsletter could ask members for personal contacts of potential sponsors. There was discussion on putting the Proposal on the website and widening the approach publicly as opposed to keeping approaches exclusive to personal contacts. The Committee agreed a phased approach, with initial approaches being made through personal contacts who were informed of their exclusivity, prior to widening the approach at a later stage by posting the Proposal publicly as a news item on the website.

Action: Chairman, Class Captain, All

The Chairman reviewed the report on the meeting of 12 May 2009 with Stuart Quarrie, CWL, when sponsorship and centenary events had been discussed. While future action was for the Centenary Committee to follow up, the MarCom concluded that it had been a very encouraging meeting.

6. Inactive Boats

Nick Dorley-Brown reviewed the feedback from Divisions that had been received earlier in May. He had identified 35 boats that did not race in 2008 but have indicated that they will race in 2010 and, additionally, the Class Secretary had identified 35 boats for potential action. All contacts had been made at Divisional level, much had been verbal, and an approach from the Class Captain had not been requested. The Divisions needed to be reminded about the Class Broker, but a generic letter to owners of boats for sale informing them about the broker was considered inappropriate. The Committee agreed that Inactive Boats should be kept on the agenda and reviewed at each Class Committee meeting, and that there should be an annual audit of boats and changes.

Action: Class Secretary

7. Not the XOD

The Chairman reported that the boat was expected to launch in June and he had been passed a request from the Lymington Times to report on this. The Class Captain reviewed the situation within the Class, reporting that concerns had been expressed by some members from every Division, but that a working party would be formed to look at the way the Class should move forward in the next 20-30 years, to sensibly examine all needs and options to keep costs economical. He considered that the people who should be involved with the working party should have been part of the Class for a long time, and should be people of all views, both for and against change. Nick Dorley-Brown reported on his message to the Yarmouth Division, when he clarified that the boat was built without the involvement of the Class Committee and will not race at Cowes or Classic Week, but that it will race with the Yarmouth Division although the results will not count to any trophy and it will not be awarded a finishing place. He had reminded the Division that a 75% majority was required for any vote for change and reported that he had not received any comments to this in reply. Mark Jardine confirmed that the building syndicate wanted opinions on the boat, wanted it to be sailed and that it was open for all to sail, with bookings via David Harris. The Chairman said that his concern was that any protest or dispute could become a public row and that this posed the biggest threat to the work of the Committee. He questioned if some members were unaware if the project was backed by the Class or not and if that had fuelled speculation about the project being a marketing proposal. He queried whether the Hamble views had been caused to some extent by misunderstanding. The Committee agreed that a public row must be avoided as it would damage the Class and defeat the entire work of the Marketing Committee. The Committee agreed that the Class Captain would publish in his Newsletter that the project was the initiative of a group of members that had not been instigated by the Class. It was however an interesting experiment that was worthy of wider understanding and to that end the experimental boat could be sailed at those Divisions that were willing to allow it, scoring no points.

Action: Class Captain

8. Autumn Mailing

The Chairman outlined his concept for the next XOD publication, to be available in the autumn prior to the AGM. It would look different to the brochure, be more contemporary, less glossy and more newsy, with reports on Cowes Week, Centenary plans and updates on restorations and the Not the XOD. The Class Captain suggested reports from the sailmakers could be included. The concept was for more text and less pictures than in the brochure, although a balance of 50:50 was noted. A size smaller than A4, but not A5, was envisaged, to be discussed with the printers. The target recipient was confirmed as other members of the sailing and racing community, to show how active the XOD Class is, via distribution to clubs and Cowes Week 2010. Sponsorship for the publication was considered very likely to be achieved, with a banner, strip down the side or a full page for £500 being possible from up to 4 suppliers as sponsors, independent from potential centenary sponsors.

Action: Chairman, Mark Jardine

9. AOB

The Committee congratulated everyone on their analysis, reports, the Sponsorship Proposal and the new Class tie, commenting favourably on the sample tie and querying the alternative colours.

10. Date of next Marketing Committee meeting

To be arranged for Autumn 2009.

Signed _____

Date _____