

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

Minutes of the Meeting held on 29th September 2009

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

1. Apologies for absence

Barney Sandeman (Parkstone) and Neil Payne (Coves).

2. Minutes of the meeting on 18th May 2009

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

3. Budget Update

The Class Captain confirmed that £2,700 was available for the Marketing budget for next year. Future income may be generated by website and handbook advertising. The Class Captain gave the MarCom authority to proceed with expenditure, as funds would be moved out of reserves. **Action: Class Sec**

4. Website

The Webmaster confirmed receipt of verbal commitments from Sanders and North Sails for £200 p.a. each for 2 e-distributions p.a. Responses awaited from Batt and Hydes but they were expected to agree, which would result in £800 p.a. income. Logos and links to be added to the website. Distribution to be electronically from the XODCA to members. Appropriate DPA status confirmed. Webmaster to send details to Class Sec, for invoicing when pdfs are received. **Action: Webmaster, Class Sec**
No operational issues reported. The Webmaster considered updates to be sufficiently frequent. It was agreed that a members' discussion forum webpage was not desired. Webstats were currently not available and Mark Jardine offered to assist with this. **Action: Mark Jardine**

The preferred communication to members was agreed to be by email containing a link to the website. This required the information to be posted first. **Action: Webmaster, Class Sec**

5. Resource

- **Marketing Secretary:** needed for secretarial and publicity work, voluntary role, male or female, located near Itchenor preferred, or possibly Hamble, to facilitate meetings. **Action: Chairman**
- **Inactive Boats / Analysis of Boats Racing:** it was agreed to continue this annual survey with assistance from the Divisions. **Action: Class Sec, Nick Dorley-Brown**
- **Sponsorship:** only 15/100 sponsorship brochures distributed. More work needed, see Item 7.
- **Under 25 Cup:** take up poor. Promotion started too late and having two crew under 25 may have prevented some entrants. It was agreed to ask the Class Committee to consider changing to a minimum of one under 25, the helm. The Under 25 Cup needed promoting at Divisional AGMs this autumn, in 2010 planning and at the XOD AGM. **Action: Neil Payne**
- **Media VIP Reception 2011:** classified as an essential Marketing activity, it was agreed that this should ideally be set up by someone on the island, with additional help at the time. Coves Week Ltd had given advice on venues and had asked to be kept informed. **Action: Neil Payne**

6. Class Clothing

Promotion was needed as sales had been disappointing so far. The 3 promotional seasons were pre-Christmas, pre-sailing season and pre-Coves. Reminders to members were needed. The Class Captain agreed to pass on background info on ties. **Action: John Miller**

7. Sponsorship Update

Contact with a potential sponsor to continue following a senior level change. **Action: Mark Jardine**

Other approaches ongoing. Nick Dorley-Brown had sent out 7 Sponsorship Brochures and offered to share 2 types of covering letter for use as templates. **Action: Nick Dorley-Brown**

Chairman to send an email prior to the next Class Committee meeting about contacts being required and to attend the meeting to discuss sponsorship further and give 3 Brochures to each Division.

Electronic pdf version also available, to be sent to Mark Jardine.

Action: Chairman

It was agreed that internal funding was likely, probably from summer 2010. The Chairman preferred to search for big sponsors first and this autumn was effectively the last opportunity. A "Friends of the XODs" scheme was suggested for those prepared to donate, say, £500, and members could choose an item to support with their donation. The involvement of a sailing related charity was also discussed, with 50% of funds going to the XODs and 50% to the charity.

8. Class Publication, Winter 2009/10

The Chairman circulated draft contents of a news-sheet publication, proposing an A4 format.

Distribution planned if possible at the AGM, to Class members and to any keen racer. A cost-neutral operation was envisaged, with advertising income covering costs, possibly making a small profit, although a £500 deficit would be budgeted. Distribution was agreed possible, following earlier success with 9,000 Class Brochures. Y & Y could send 4,500 with their subscription mailing. Mark Jardine to sell advertising, liaising with the Class Secretary to raise invoices. **Action: Mark Jardine, Class Sec**
Chairman to advise each contributor of the copy deadline and word count required for each article.

- Cowes Week report

Action: Mark Jardine

- Boats racing 2009

Action: Class Secretary

- Introduction and New Class Captain Elect

Action: Class Captain

- Notable new owners/crew: good personal profiles/interesting stories on those recently choosing to sail XODs, eg, under 25s, match/team racers. A photo and one sentence of text needed from Divisions.

Action: MOS for Hamble, Liz Field for Lymington, Divisional Captains

- Xoanan Report from A. Jardine, edited by W. Norris to be sent to MOS.

Action: Class Captain

- Publication title, eg, "99 not out", not finally agreed, to be decided.

Action: All

Other publications:

- **Souvenir Brochure for 2011:** should be professionally produced. Could include a précis of the class history, where the class is today and interesting parts of the Tom Hunt book. A 16 page publication was envisaged. Funding needed. Mark Jardine considered using available facilities of Y & Y production and parent companies. Cost per page to be determined. **Action: Mark Jardine**

- **Special XOD Handbook for 2011:** this was agreed and needed further thought.

- **Publication of Centenary photos in 2012:** this also needed further consideration.

It was agreed that external supporters and photographers assisting the Class in the lead up to 2011 should be noted, for inviting to the VIP reception and/or Centenary Dinner. **Action: Class Secretary**

9. Publicity in 2009

The Chairman reported that this had gone relatively well, but that the supply of information going to the media needed to be maintained in the future.

10. Analysis of Winning Boats

John Miller reviewed a précis version of his analysis, which was considered succinct and excellent. He agreed to re-title the last column "Cowes Week Race Wins" and to send to the Class Secretary for the website and the Winter Publication. **Action: John Miller, Class Secretary**

11. AOB

No other business was raised. The Chairman extended thanks to Mark Hall, retiring Class Captain, for setting up the MarCom originally and for his contribution and vision during the past 3 years. The Class Captain congratulated the MarCom on the results of their hugely successful work.

12. Date of next Marketing Committee meeting: TBA for December 2009, after the Class AGM.

Signed _____

Date _____