

Meeting of the Mass Bay Sailing

January 8, 2007

7:30 pm via teleconference

minutes

In attendance:

Dave Felsenthal, Ken Adams, Tom Anderson, Jody Graul, Gordon Baird, Walter Murphy, Kristin Feeley, Melissa Verrochi

1: Introductions

Dave introduced new member, Melissa

2: Offshore brief report

Ken The first meeting was held on Dec 6th. The attendance was somewhat disappointing but they did work out a draft schedule. The second meeting is scheduled for this Thursday, Jan 10th. The goal is to get the schedule finalized.

Qualifiers being added:

and the Solstice Regatta for the South Shore.

Class E: Tom has a proposal regarding class travel requirements.

Overnights: two this year: the Corinthian200/Chapman and Beringer Bowl.

The Book: Pages are due by February 1st. The goal is to make it more inclusive by getting more one design information in it to extend it past primarily being off shore use. D asked Tom if debts were collected for last year's book. It was reported that there are no outstanding ad debts.

Tom: Class E travel requirements: Tom proposed reducing the schedule and making it an overall smaller championship with no travel requirements. Agreed:

3: Jr One design report and schedule

Gordon: It is encouraged for the junior programs to submit any information/summaries etc.. for the MB book. **Gordon** said he can **extend the deadline a bit or submit dummy pages to hold space** for when the junior schedule is finalized and can be added. Currently the schedule is half finished and half in negotiation.

G attended the last meeting by teleconference and reports back with changes for this year. Junior events are in August this year which means we need to have our junior events completed early - in the first week or two of when most programs start. **We will have to be very proactive in disseminating info to the junior program directors.**

The junior schedule is very compressed. The 1st race (single handed) will have to be the first week of June; 2nd race (double handed, the next week; and 3rd race (triple handed, in the third week of June. The JO's are August 12th.

3.5 \$250 available for a Jr. Clinic

Women for Area A - Manchester. We should **try to get any available funds** for clinics and bringing youth programs forward with a Jr clinic.

Because NEYRC has been operating with a surplus, they will make \$250 of the \$1750 we pay in dues available for local organizations to promote jr racing. There was talk of the need for \$\$ for clinics; poor attendance at the Wakeman R. For the JOs this year Sandy Bay YC is making all its amenities available: electric hoists and other town facilities as well. There is no parking issue.. great venue for the junior program.

4: Looking for a marketing type

David brought up his desire to revive a failed attempt at getting a marketing /sales person to promote the events more successfully. Phil DeCarlo was mentioned as an example of good marketer for the Beringer Bowl. Paul, who was approached last year, disappeared in unanswered calls/emails. Melissa suggested Lisa Maini, and avid sailor and crew on Indra. **Melissa will call Lisa.**

5: Dues structure

Area A was described as an anomaly. Other areas memberships are based on one-design. Southern Mass has no individual members, but deals with club memberships instead. Their budget is similar to ours. Members are directed to the web site for direct communication and info.

The issue is how to communicate effectively to the members. Advantages discussed of directing members to the web site versus email blasts. It was said for the record that in PHRF people join fleets with fleet representatives to the organization. There is still a need to have a contact person at every club in MBA's area. There has been a great improvement although it was noted that it's still hard to get info from junior clubs. A preference was noted for a preference to deal with one person at each club to get more accurate info and to develop better communication with each club. This might give us more accurate and detailed stats of the clubs which would intern make it easier to talk to the right person about the right things.

It was suggested that everyone on the MBSA mailing list be sent an **email blast to let them know who their reps are.** (we can use a single blast).. If anyone anyone has concerns about the schedule or qualifiers, they should contact their rep. If anyone gripes about the schedule, but hasn't gone through their rep, they no longer have the right to gripe. We should send the blast n the fall after new members of the board are in place. The email list for offshore is exactly the same a PHRF fleet lists about 600 names.

Questions about the book: new ads needed, more pages:

The ads are sold as last year with one blank spot yet to be sold. The ads are half page ads. It would be nice to sell 2 or 3 more. If we include more jr info do we need to make more copies? And do we then distribute for free or for sale? We print 1000 copies which is more than we currently need. If we do run out, the book is available on the web site. Add MRA to the distribution list. We've been giving them about 25 books/yr and we still have extra - 2 boxes in the garage!

The JFK Regatta has moved to Labor Day weekend. CPYC said the July dates haven't been working so well, with low turn out.. This year the 4th is on Friday which would mean under the old schedule the race would be the day

after on Saturday and that's too close to the holiday. Others commented that there's more interest in qualifiers after the NE's and we needed to try for more south shore Q's.

Back to club information: **When clubs fill out updates for the races in the book, we can ask for updated info** on club officers and who runs what programs. Better than nothing.

Reps at various clubs for communication: Sn, Jr, Offshore reps / club **Target secretary of each club** to find who the right people are to contact. Whose job is it to reach out? Find contacts? Contact Secretaries? THINK about this for the next meeting.

5.5: One Design:

Kristen said this meeting is a good push to get her charging forward with plans. Brian P is no longer at Courageous, but K has new contact info. Again the subject of getting more one-design info in the book came up. K might do a summary page of the overall series. Dave suggested more club one design info. Perhaps MRA could provide a lot of info. More than summary information. **Kristin will send an email to Maura Power** Asking for info for the book and he will send it out as an email blast.

The question was raised whether we are charging one-design programs for the pages. No, not at this point. This is a building exercise. In addition individual clubs pay dues v individual members and this offsets the costs. First we want to build credibility with the one design community. We've added a list of judges; next double handed championships - all this will increase the book's value. There's room to do plenty more.

6: New Business?

No other items

7: Next Meeting

It was agreed that having a meeting every month is a good idea and that the next one will be in person. Hopefully Cottage park

Next meeting: **WEDNESDAY FEBRUARY 13th**

8: Done.

Bold Face: indicates action to be done