



PROMOTION AND DEVELOPMENT COMMITTEE

Meeting

held from 14:30 – 18:00

on Saturday, 26th October 2019 in Southampton, Bermuda

MINUTES

Present: Zoran Grubiša (CRO), Thomas Blixt (SWE), Thomas Nilsson (NOR), Fabrizio Pirina (ITA)

Apologies: Steve Benjamin (USA), Qu Chun (CHN), Paolo Massarini (ITA), Luke Scott (RSA), Christos Theodosis (GRE), Pepe Frers (ARG)

Observers: Willem Elemeet (NED), Bojan Gale (SLO), Luc Gellesau (FRA), Roni Raviv (ISR), Daniel Pillon (FRA), Jean Malassis-Seris (FRA), Per Boeymo (NOR), Michael Quist (DEN), Patrick Lindquist (FIN), Johan Tuvstedt (SWE), Wolfgang Schaefer (GER), Dirk-Jan Zweers (NED), Edoardo Recchi (ITA), Ecky van der Mosel (GER), Nicola Sironi (ITA)

1. Roll call, approval of Minutes of November 2018

The minutes of the 2018 meeting were approved unanimously.

2. Committee membership changes

At the request of the Management Committee, a Vice Chairman was selected: Thomas Nilsson (SWE).

3. Activities and initiatives in 2019

An overview of presentations was given for trips made in 2019, including USA (San Diego for promotion), and Bulgaria and Sweden for measurement training. Zoran and Alberto Pindozi will go to Qingdao China next week for a presentation with Qu Chun.

The ORC Scorer Manual is all but finished with just minor edits remaining, and the Race Management Guidebook will now become the top priority in new publications, with further guidance expected from the RMC on Tuesday.

In addition, the Chairman will make an online instructional video to be made available on YouTube that will explain step-by-step use of the Sailor Services system and all its features.

Piret Salmistu joined by Skype from Estonia to discuss the success of the ORC social media channels and the increased level of Likes and Engagements that Facebook is reaching as well as the increased use of Instagram. As might be expected, these get the most traffic during ORC events when there is news and photos shared in content.

The Chairman reported that the ORC newsletters, sent in English and translations in Italian, are going to a subscriber base of 21,552 recipients all over the world using the Constant Contact system. Alternatives were explored to reduce the cost of this system (€200/month), but the alternatives are the same cost with this high number of subscribers.

4. New ORC website

Zoran gave a presentation of the layout of the new ORC website being assembled now, with a more simple and modern appearance. The next phase will be to organize the content through menus and drop-downs, and this will be pursued towards completion once the 2020 VPP is prepared and ready for launch in early January.

5. Media criteria at ORC events

The Chairman led a discussion on the importance of professional media content made available at ORC championship events, and how the OCEC should work with PDC to ensure these standards are met at all events.

6. New ORC Double Handed certificate

With the advent of DH racing in the 2024 Olympics, ManCom has asked that ORC be prepared to meet the demand for DH racing so that race organizers have easy tools to use for DH classes in their events. As such a new ORC DH certificate has been devised with scoring features appropriate to DH racing, such as reduced default crew weights and offshore-style scoring models.

A review was made of this new certificate type and its potential applications discussed as promotional tools for ORC. The Chairman shared a review of a recent test case, where the Annapolis YC organized a 24 hour DH race in two classes: J/105 one-designs and an ORC-scored class. Gary Jobson made a promotional video of this race, and this will be made available in a link from the ORC website and social channels.

7. Promotion plans for 2020

A measurement seminar is planned for March in Annapolis to prepare for the ORC/IRC Worlds, co-hosted by US Sailing. Further promotions of the Worlds are also planned for Chicago, California, Seattle and possibly Miami to drive interest in a broad participation at the event beyond the fleets in the US Northeast.

Zoran anticipates another measurement seminar may be needed in Turkey ahead of the ORC European Sportboat Championship in August, and as always we stand ready to give presentations wherever there is a request and potential demand.