

OFFSHORE RACING CONGRESS

World Leader in Rating Technology

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MINUTES of the meeting of the **Promotion and Development Committee** of the Offshore Racing Congress held on Sunday, 5 November 2017 in Puerto Vallarta, Mexico.

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| Present: | Dobbs Davis (USA - Chairman) Steve Benjamin (USA) Jose Frers (ARG) Thomas Nilsson (NOR) | Thomas Blixt (SWE) Qu Chun (CHN) Zoran Grubiša (CRO) Edoardo Recchi (ITA) |
| Regrets: | Emanuela P. di Mundo (ITA) Paolo Massarini (ITA) | Christos Theodosis (GRE) |
| Observers: | Bojan Gale (ORC – SLO) Bruno Finzi (ORC – ITA) Fabrizio Pirina (YCCS - ITA) Ab Pasma (Noordzee Club - NED) Eva Holmsten (KSSS – SWE) Joakim Majander (FSF – FIN) Ecky van der Mosel (DSV – GER) Nathan Titcomb (US Sailing – USA) Wolfgang Schaefer (ORC – GER) | Patrick Lindquist (ORC – FIN) Glen Stanaway (AUS) Per Boymo (NSF - NOR) Peter Tjalva (Noordzee Club - NED) Hans Drakenborg (KSSS – SWE) Nicola Sironi (ORC – ITA) Michael Quist (KDY – DEN) Roy van Aller (Royal NED YU – NED) |

1. PREVIOUS MEETING MINUTES APPROVAL

Minutes of the previous meeting held in Barcelona, Spain were approved.

2. COMMITTEE MEMBERSHIP CHANGES

All members of the Committee were interested in continuing to serve another year, and a proposal from the Chairman to add Luke Scott (RSA) was supported by the Committee.

3. SUBMISSIONS

POL 1: The Committee supports the submission, but in a limited way. The ORC website is intended to be an official method of sharing the organization's rules, products and policies, and this is its core function. To adopt a second website with "lighter" content as World Sailing has is both too expensive to develop and too difficult to effectively maintain without a full-time staff to focus on this function.

However, after discussion the Committee has agreed to refresh the look and layout of the current site, and to research how many current users are viewing it with mobile apps to then determine if investment is needed to develop a more mobile-friendly version. The staff will research this in early 2018 after the new rules are finished and posted.

4. RECENT ACTIVITIES:

- Presentations, seminars and training sessions were run this year in Miami, Poland, Annapolis, Charleston, Brazil, South Africa, Sweden and Australia. These were done both for developing new areas as well as reinforcing and improving existing areas of ORC use. The Committee feels this is an important method of establishing proper use of the ORC system.
- Besides conducting seminars and presentations, in the USA ORC has donated trophies to events that are new to ORC use in the expectation of building more interest and awareness of the system. These included the Ft Lauderdale-Key West Race, the St Pete and San Diego NOOD regattas, and the Down the Bay Race in the Chesapeake.
- Statistics for 2017 indicate a constant level of ORC certificates from 2016, although there was an increase in the number of boats to nearly 9000 in 45 countries worldwide. Therefore the greatest growth opportunities are thought to be in new areas.
- Marketing features for the ORC system remain its unique features of Transparency, Science, Worldwide use, and Flexibility, and powerpoints developed emphasize these points.
- The Race Management Guidebook is in its third draft and will be discussed hopefully towards completion of content at this AGM.
- The ORC Guidebook was created in German and is available online by DSV.

5. NEW INITIATIVES:

- To develop new areas, the Committee urges development of local “ambassadors” who can help promote ORC use and ideally also assist in scoring, measurement, etc. Rating officers have been asked to help identify and cultivate key individuals for this initiative.
- The program to measure new boats at the builders was discussed, and it was agreed to continue to explore options to further promote this so that data on common features within a given boat type can be established.
- The current ORC Guidebook was agreed to be refreshed for 2018 with a new look that is year-neutral but also refreshed with new content. This will be developed with the Staff with input from Committee members.
- The new ORC Scorer software is in need of a Manual and Quick Guide in addition to what is currently on the Sailor Service webpage. This will be developed with the Staff.
- The ORC Race Management Guide in current development has a goal of being ready in final form after the 2018 VPP and Rules are available.
- Translations of materials is urged, including Newsletters, the Guidebook, powerpoints and other materials. The Staff assists in compiling and updating these, and will solicit suitable translators in Chinese, Japanese, Korean, Spanish, Italian and Norwegian.
- A Google analysis will be done on the ORC website to determine per POL 1 to consider mobile-friendly communications and products.
- Feedback will be solicited on improvements for the ORC Scorer software along with Race Management Committee.
- Sailor Services will be improved to capture measurement and rating data from the My Boats folder to facilitate comparisons.
- The idea of a new truly entry-level system was introduced and discussed by the Committee and observers, with reference to trying to help markets where the local fleets include boats that race only occasionally and/or in fun races only. For processing certificate requests, the Swedish SRS online application was used to help identify the ease with which to get a certificate of this type. It was agreed to research more on how to pursue this option to meet the objectives of low cost but acceptable quality for this level of sailing.
- A suggestion was made to refresh the look of ORC with new graphics and logos, mindful the current logo is still relevant and powerful, and has 8 years left on a trademark registered in the US and UK patent offices.
- It was agreed a stronger effort be made to increase content on the ORC Facebook page.

- Currently presentations and seminars are planned for the UK, Ireland, Cyprus, The Hague, France and possibly Belgium, and a presentation made at the US Sailing Leadership Forum.

The meeting adjourned at 18:05.