

Southern Mass Sailing

Meeting Minutes

October 26, 2006

Present: Tim Bryan, Richard Watson and Peter Johns

Welcome to our first Strategy Session

- 1) Financial- Richard Watson reported he had spoken to Wes Durant about transition. Plan is for Wes to continue and produce a P/L and Final numbers through end of fiscal year 12/31. He has spoken with Donna Caffolo at Bottomline Bookkeeping, located in Centerville, MA about taking over the books and handling day to day bookkeeping. They have available Monthly statements, online banking and YE tax filing. Richard has discussed having a threshold over which he would need to approve the checks going out. Richard's plan is to complete the transition on 1/1/2007 and give clean numbers to Bottomline. Peter asked to have Visa cards available for several board people to be able to pay for things during the year. Richard to set some limits and make those available. Receivables still outstanding are Nantucket Community Boat and Buzzards Sailing School. Peter Johns to contact both.
- 2) Website- Peter Johns has contacted Brian Leaver who has set up several websites for him. Brian has looked at our website and basically thought we should start from the beginning. Many dead links and architecture is not something he would like to use. Website is seen as crucial tool in delivering better service to members. Brian and Peter have discussed with Joe Aucoin about building, hosting, updating and monitoring a new site. Cost yet to be determined. Plan to have a prototype available in the next few weeks for viewing. Much work to be done here.
- 3) Grand Prix/Team Racing/ Ladder Events- Jon Faudree has agreed to head up this part of our initiative. Plan is to pare back the Grand Prix for Optis to 4 events, 420 will be 3 events. We want to encourage our kids to go out of the area to larger events such as Opti NE. Discussion centered around the quality of race management of these events. This brings us back to the way the Grand Prix was envisioned in the beginning several years ago. Team Racing plan is to expand on the success of last year with both A and B division. Ladder events yet to be organized.
- 4) Membership- This will require some truly innovative thinking. Much discussion was about the revenue side of the P/L. The revenue from all memberships is about \$35,000. Idea floated to eliminate Individual members and bill clubs at a slightly greater level. Noted that we have about 50 clubs that are members. Richard Watson to get the data from Wes so we can analyze what the threshold for some

of the clubs may be. This could greatly simplify the issues at Grand Prix, and make collecting from Individuals much easier. Richard will forward to Tim the spreadsheet of clubs and their membership charges so Tim can come up with some solutions. This would be a HUGE time saver!!

- 5) Current issues- Richard mentioned that we would need to order member card and stickers as well as start on Yearbook if we were going to do it. All agreed that these were not helpful, put the Yearbook data on the website, all agreed that stickers and cards just extraneous. Much discussion about the name of the organization, rebranding. Vision for the next few years is to get the organization to gain respect from it's members, rebranding it will take some time.

- 6) Adjourned at 8:00pm.