

I. Call to order 7:06pm

II. Roll call

Meg, Maggie, Steph, Alice, Charlie, Kathy, Liz W.

III. Old Business

a) Qualifier Schedule for USWMRC

- 1) Area ABC Qualifier at Oakcliff (April 4-6, 2014)
- 2) Area GHJL Qualifier #1- St. Francis YC (April 12-13, 2014)
- 3) CMRC Spring Invitational (May 17-18, 2014)
- 4) Area GHJL Qualifier #2 – San Diego YC (June 14-15, 2014)
- 5) Rose Cup at Oakcliff Sailing (June 18-22, 2014)

b) Prizes for USWMRC

- 1) USMRC- pending the final USMRC qualifiers, TBD on March 1st
- 2) Travel Grant for winner of USWMRC- need volunteer to help

c) Invitation process for USWMRC

IV. New business

a) Bids for 2015 USWMRC

- 1) Must be submitted online:
<http://championships.ussailing.org/Page8201.aspx>

b) Promotion Strategy for 2014 USWMRC

- 1) Develop an information sheet / infographic- need a volunteer
- 2) Brainstorm, divide & conquer channels of communication
- 3) Identify spheres of influence and designate point people

c) Conditions for USWMRC

d) New women's clinics, need help finding venues

V. Adjournment

Working on NOR verbiage, in final stages waiting on approval

Kathy – head umpire

Qualifying schedule – promoting the event, main goal of the call

How can we reach out to female sailors in the next 2-4 weeks

Quals schedule:

ABC also USMRC

GHJL – 2 quals, Bruce Stone is the chair for April event, also a USMRC qualifier, they Summer green for 4th, same invite policy – will keep us updated if they have to turn down any female skippers

are accepting top skippers from pool of applicants

3rd qual CMRC – main grade 3 USMRC and USWMRC

Rose cup – worried about proximity to the event, will try and preempt & contact the top women's skipper early

Looking to create an infographic/push schedule

Greg & committee have been helpful in including us in their schedule. They're waiting on 2 final qualifiers then they may offer a qual for us at the RI event, same deal for other potential qualifiers

Bill & Oakcliff have been saying they're willing to open up other championships & want to help promote women's sailing

Qualifier : interpretation

-if a female skipper qualifies for an event with a mixed team, do we want to accept that ?

-steph : yes – these are open events and we can get more oppportunity for college teams as well

-let's take away the logistical barrier and get people involved

You may have noticed in the NOR – invites extended to skippers of events that have already happened – no one is opposed to qualifying schedule

-how do we classify someone as an oakcliff representative?

-We should ask bill what the criteria for the representative will be

-Probably to encourage Oakcliff Saplings & members to participate and put teams together

-We do want Bill to put it in writing and make it objective, not subjective otherwise it will create a whole world of hurt if we don't do it this way

-We need to make sure that we get invites out right away, and get people to commit & set bond right away, get deadlines set up

-Will use regatta network

-issue last year with registration

Summary of Call:

1.) Main Goal: Devise promotional strategy

- a. Each member will reach out to their group (listed)
 - i. Will track outreach on a google doc
- b. Will create an Infographic/1 page piece on qualifiers to circulate & create awareness
- c. Will send out a short piece on the event for print in publications/YC newsletters

Meeting Notes:

-Are we cutting out a group of potential candidates if we only take the top women's skipper from the ICSA?

-We need to take a look at the qualifiers & how those might interfere with girls qualifying for the event

-Steph will be formulating a plan for college sailors

-Is there any leeway for people that can't make any quals?

-any open spots will become invites

-creating as many qualifiers as possible so that when we transition to all quals next year it won't be so difficult

-there will be a deadline to request invites – May 30th

-SF qual – overlaps with Charleston race week and con cup,

-Maggie – this is pretty much set in stone based on their regatta schedule

Prizes :

-USWMRC will become a qualifying spot for CMRC spring qual if they start the regatta drop down

-In the past the other prizes have been invitations – Jen example – 6 invites, it made us realize that forwarding a ton of invites to skippers is tough

-This year instead we would like to start a travel grant, one donor willing pending on 2 other donors participating

-Meg will help Maggie find donors for the travel grants

Invitation process for USWRMC :

Maggie & a rep from Oakcliff will make up the invitation selection committee
-we have to per USOC have an objective session will rank the invites blind...
-if there are any challenges – can go to a 35d party to say if the decisions are fair, would literally hold up in court
-Maggie – needs one more person to be on the committee – if you are interested let Maggie know
-if you are going to compete in this event you should not be on the committee bc of the potential interest
-Maggie can designate someone else to be chair – Charlie will take over as chair, Maggie will follow up on next steps

New Business :

-Bids for 2015 USWMRC
-one club has reached out, St. Petersburg
-all of the bids have to be online for it to be officially considered
-They also bid for the open
-St. Pete's does not house? Apparently they have stopped, we should go back to them about this if they put a bid in – watch out for this as a possible problem
-Maggie will reach out to them and get a temperature on this
-Park City Utah has expressed interest – we will follow up with them, they will house, their big issue is that they don't want to import a lot of umpires.
-8 Elliot 6ms
-They do want to host more match racing events, we could run an umpire clinic to get them up to speed

-Could we encourage San Diego? They're part of the California dreaming series, will reach out to Summer
-Newport Harbor may also be interested

Promotion Strategy:

Steph will take over the promotional piece , Liz will help & help get it through marketing dept. Time frame: week or 10 days

How are we going to get this out to the world:
Should we create a big list or create smaller groups & check in with each other?

Google doc & keep track

Series of articles – first one is going out the one design -

3-4 paragraph piece to send out?

Meg will put 3-4 paragraphs together to add to YC newsletters

List:

Meg – MCSA, ILYA

Kathy – LMSurf

Steph – ILYA

Charlie – Girls that have been involved before, California Dreaming series

Alice – ICSA, NEISA teams

Liz B –

Sandi – Bayview

Suzy – East Coasters

Maggie – Youth crowd & past skipper and participants

Liz W. – has a list she can reach out to

How can we get younger girls 17-18 involved with match racing? Could we team with Dave to get them hooked?

Maggie – Dave and I are working on a youth clinic – lets get the girls involved with that and then pursue the next steps

USWMRC – conditions, just finalizing this

Last item: new women's clinics

North U has offered to subsidize women's clinics, trying to find venues

Travel, accommodation & coaching costs (for the coach)

If there are any venues that have boats and would be willing please let us know