

Long Range Planning Committee



Gary Jobson, Chair

The logo consists of a red vertical bar and a red right-angled triangle pointing to the right.

Long Range Plan

Mission Statement/Purpose

“The purpose of the Club is to promote good fellowship among blue water and ocean racing sailors, and to encourage the sport of ocean racing and offshore cruising.”



Long Range Plan Club's Value Proposition

-  **Access** to a rich social environment with fellow Members who share experience in the ocean.
-  **Access** via the Club's portfolio of races and educational events to enriching volunteer opportunities that are fun and contribute to the sport.
-  **Influence** on the direction of the sport through the quality of the Storm Trysail Membership and the prominent role the Club plays in the sport of ocean racing.

Long Range Plan

Volunteerism

Encouraging members to serve as volunteers is vital to the long term viability of the club.



Strong effort with new blood around the Foundation Gala and Annual Fund



New volunteers at Houston and Detroit Safety-At-Sea



Some new blood at BIRW – but more needed – particularly younger crews in our mark boats!



Important to leverage our support of Collegiate Offshore Sailing Circuit to provide enriching and fun volunteer coaching / sailing opportunities

Green = Substantial Progress Made or Complete. Orange = Work In Progress

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Club Pride

Work on reciprocity with other sailing clubs.
How can branding be used to add value to club and membership?

STC branded/sponsored team trophies established with the organizers of the Transpac and Chicago-Mac races.

Station Captains are establishing access relationships with local clubs – 11 sourced so far

Communications Committee has developed a comprehensive brand guide. Better outreach to sailing media – Efforts ongoing



Long Range Plan Membership

Recruit new members with a special focus on young candidates.

- 🚩 2019 – 80 new Members
 - 9 Women
 - 9 Juniors
- 🚩 Rewrite of Junior Membership definition
- 🚩 Small gains in women among Club leadership



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Geographic Locations

Storm Trysail Club should work to expand membership and activity across USA.





- Great Lakes Station split to Detroit and Chicago with both showing strong growth
- Gulf Coast very active in Safety at Sea and social
- Two visits by the Commodore to West Coast
- Continued close cooperation between Southern Station and SORC



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Communications

Integrate more social media activity into our media and branding strategy.

-  Concentrating on the Intercollegiate Offshore Regatta we have doubled our Instagram following.
-  Record Facebook “Reach” for BIRW. Included a morning “Live Show” each day on Facebook.
-  Audience is growing beyond Sailing via Margaritaville post sharing
-  FB recognition of individual Members competing in important races – VERY POPULAR



Finance

Funding of events is an important function.

-  Internal Book Keeper for Club and Foundation
-  New CPA – offering improved management controls

Should the club engage with a professional agency?

-  LSO Partners (sponsorship) and RisingT (PR/Media) re-engaged under second contracts. Active on: BIRW, IOR, Block Island Race, Safety at Sea, and Burgee-wide initiatives

Should we establish a sponsorship committee?

-  Sponsorship/Communications Call with Committees and Professionals every Thursday

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Foundation

Review mission of Storm Trysail Foundation and relationship to Storm Trysail Club.

Internal and external relationships between Club and Foundation have been fully rationalized with Foundation raising philanthropic dollars for Club activities which are mission-consistent.



Position on Amateur vs. Professional Designation

The Long Range Planning Committee recommends that the Storm Trysail Club take no position on either professional or amateur racing as it relates to our events.

The club has never differentiated between an amateur and a professional sailor.

We should leverage the abilities and connections of our large number of Group 3 Members.

We are not yet engaging our Group 3 Members in a systematic way

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Safety at Sea

Does the content of programs match the needs of today's sailors?

- STC is the only seminar organizer that provides on the water practice for MOB and Storm Sails
- New MOB video module being produced and novel techniques such as rescue swimmers are being evaluated
- How can we promote our Safety at Sea video series produced by the Foundation?
- Video series supports our growing portfolio of Seminars
- Define relation between STC and US Sailing regarding Safety at Sea Series.
- Relations with US Sailing improving. This is a work in process.



Race Management / Race Committee

Storm Trysail Club should consider creating an educational program similar to the Safety at Sea Series to help educate and certify more race officials.

Race Management education was the subject of a meeting this morning, but much more to do here. Race Management is part of our brand and a focus of volunteer opportunities.

Long Range Plan Signature Event

Consider creating a signature offshore distance race.

Under Consideration





Long Range Plan Handicap Rating Rule




It is suggested that the Storm Trysail Club establish a working relationship with the national and international bodies that control handicap rating rules.

STC should support and adopt the use of the Universal Measurement System created by STC member Stan Honey.

STC is actively engaged with NYYC, RORC and other Organizers as well as US Sailing in a dialogue about where and how the rating rule landscape has to change to promote fleet sizes.

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Crew Connections

-  Storm Trysail Club should help boat owners and potential crew connect for racing.
-  This could be a good way to build membership, and encourage more owners to compete in racing.
-  Work on a crew opportunity board is under way, expected to be launched early in 2020

Long Range Plan

Governance

The Long Range Planning Committee encourages a thorough review of our By-Laws.

Board task force conducted a thorough review and update of By-Laws to be adopted this evening.



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Long Range Planning Committee

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Questions? Comments?

