

Shields Class Governing Board Meeting
March 8th, 2016
MINUTES

Attending

| | | | |
|-----------------|------------------------|-----------------|-----------------------------|
| Eric Anderson | President | Paul Mitchell | Fleet 8 (Edgartown) |
| Jay Dayton | Treasurer | Richard Robbins | VP |
| Peter McWhinnie | Secretary | Sam Veilleux | VP (Fleet 3) |
| Ted Slee | Fleet Captain, Fleet 9 | Chris Wick | Fleet 19 (Mystic) |
| | | Garth Hobson | 2016 National Regatta Chair |

The meeting began at 8:00 EDT

1) President's Report: Eric Anderson

- President thanked people for attending call.
- Masthead: Spring Edition
 - Eric reported requests for submission have been sent out, with deadline of April 1st.
 - Needs reports from Fleets (e.g. season plans, new owners) and **high resolution** photos.
- Class dues:
 - Eric reminded all that the deadline was June 1st and hoped for greater success with this deadline than in previous years.
 - It was noted that Fleet 21 has **already** paid its dues (kudos to Fleet 21).

2). Treasurer's Report: Jay Dayton

Very little activity since last report:

- Account Balance as of 1/29/2016 \$8,626.27
- Income
 - *Deposits: Fleet # 21 annual dues:* + \$560.00
- Expenses:
 - *Bonnier Corp (Harken One Design Ad) (02/29/16)* -\$ 150.00
 - *US Sailing Annual Dues (02/19/16)* -\$ 165.00
- Approximate Ending Balance: as of 3/7/2016 \$ 8,871.27

There were no questions.

3) Secretary's Report: Peter McWhinnie

- Nothing to report since last meeting

4) Discussion Topics

Shields Class Store

- Eric and Jay introduced the idea of a Shields branded online store for selling sailing gear (e.g. foul weather gear, shirts etc) as a means of generating revenue for the Class.
- Jay has spoken with Richard Slaughter, who does this for other classes, and who suggested one option was to negotiate an exclusive with one provider such as Gill.
- Ted Slee reported that Fleet 9 uses Team One at Newport for this, and has found it to be easy and successful, with the Fleet getting a 15% commission. Fleet 9 made \$700 from Nationals and has found their service to be excellent.
- There was a discussion about whether such a store be set up and hosted on the Shields Website vs managed by a third party such as Team One in a turnkey manner, and the consensus was that a turnkey solution and one that avoided ongoing work on the Shields website would be the way forward.
- Eric thought this concept could be a) a useful revenue generator for the Class and b) a way to build the brand, and wanted to gauge reaction from those on the call.
- The overall concept was met with enthusiasm.
- Eric proposed that a small sub-committee be set up to investigate this idea over the next 2-3 months and report back. Four people volunteered for the sub-committee: Jay Dayton, Eric Anderson, Ted Slee and Sam Veilleux.

Ocean Great Lakes Challenge

- Status of preparations: still on track, going well – no further updates.
- One registrant so far (Eric Anderson) with more expected soon.
- Expectation is still for an 8 boat turnout.

2016 National Regatta: Garth Hobson

- Status of Preparations:
 - Not much to report since last month. .
 - Continuing to work on sponsorship.
 - Have PRO, still looking for a judge.
 - Confirmed Monterey Fleet offer of \$1,000 subsidy for anyone shipping their Shields to Nationals, plus the \$500 Class subsidy for a total of \$1500 – a generous and significant contribution.
- **Transport:** Eric had been in touch with commercial carriers to get transportation quotes and has received the following two quotes:
 - **Vendor: Rob Lee located in Marion, MA**
 - Flatbed truck – 2 Shields per truck
 - Shields Lifted onto truck and racked, without boat's own trailer
 - Must be craned onto and off truck at both ends
 - Price for two:

- Marion to Monterey Roundtrip: \$14,000 (\$7k per boat)
 - Annapolis to Monterey Roundtrip: \$12,400 (\$6,200 per boat)
 - Chicago to Monterey Roundtrip: \$8,500 (\$4,250 per boat)
- He will transport single Shields on owner's trailer on a flatbed Marion to Monterey RT for \$6,800.
- He will tow a single Shields using owner's trailer (trailer on road vs. trailer on truck) Marion to Monterey \$5,600.

Vendor: Dan Coughlin, DC3 Logistics located on Long Island, NY

- Flatbed truck – 2 Shields per truck
- He will load the trailers and Shields together on a single flatbed
- Price for two:
 - Newport to Monterey Roundtrip: \$9,450 (\$4,725 per boat)
 - He will step mast, tune rigging and clean boat on both ends for additional \$500 each
- Fleet captains should communicate these options to their Fleets.
- Eric will be soliciting other quotes in due course.

2017 Nationals Regatta - Mystic

- Chris reported that several meetings had been held and that planning was proceeding well.

2018 National Regatta Proposals

- There was a brief Q&A around the two proposals with Sam Veilleux responding for Chicago (Fleet 3) and Paul Mitchell responding for Edgartown (Fleet 8).
- Richard Robbins raised the following question of both Fleets “if you did not get awarded the Nationals in 2018, would you be happy to host the following year”. In response:
 - Fleet 3 responded that they would be happy to host in 2019.
 - Fleet 8 responded that 2019 may be a challenge as a significant renovation of the club house piling is planned for the fall of 2018. In principle, the work would be finished by May 2019, but it would be better to have the event in 2018 than 2019.
- Eric requested that if anyone had questions about the proposals, they send them in by email.
- Eric advised that he wanted to take a vote on the proposals by the end of March, and concluded by thanking Sam and Paul for their responses.

AOB

- Richard requested that a free MailChimp account be set up to handle e-mailings, and this request was approved.
- Class Awards insurance et al: it was noted this was still an outstanding item from earlier meetings. Eric advised that LYC had not yet responded on the insurance questions and that he would follow up.

The meeting concluded at 9pm EDT.