



## PROMOTION AND DEVELOPMENT COMMITTEE

### Meeting

held from 15:00 – 17:00 UTC/GMT  
on Wednesday, 4<sup>th</sup> November 2020 via Zoom

### MINUTES

**Present:** Dobbs Davis (USA) Chairman, Thomas Nilsson (NOR) Vice-chairman, Zoran Grubiša (CRO), Christos Theodossis (GRE), Fabrizio Pirina (ITA) Qu Chun (CHN), Stephen Benjamin (USA), Thomas Blixt (SWE)

**Apologies:** Jose Frers (ARG), Luke Scott (RSA)

**Observers:** Edward Cesare (USA), Eiji Mizokushi (JPN), Eva Drakenberg (SWE), Jarek Górski (POL), Miguel Sanchez (ESP), Ab Pasma (NED), Bertil Balsler (GER), Bojan Gale (SLO), Bruno Frank (SUI), David Bartol (SLO), Dirk-Jan Zweers (NED), Ecky von der Mozel (GER), Edoardo Recchi (ITA), Edward Graham Dougall (CAN), Godwin Zammit (MLT), Johan Tuvstedt (SWE), Johannes Christophers (GER), Karl-Hannes Tagu (EST), Luiz Kahl (USA), Matthew Gallagher (USA), Michael Quist (DEN), Patrick Lindqvist (SWE), Per Boymo (NOR), Philippos Georgakis (CYP), Simon Forbes (GBR), Willem Ellemeet (NED), Wolfgang Schaefer (GER), Alberto Pindozi (ITA), Bruno Finzi (ITA), Matteo Zuppini (ITA), Nicola Sironi (ITA), Panayotis Papapostolou (GRE)

#### 1. Approval of Minutes of 2019 meeting

Minutes of the 2019 meeting were unanimously approved.

#### 2. PDC Report of 2020 activities

Reports were given by the Chairman, Zoran Grubisa and Piret Salmistu on country certificate statistics, presentation trips to new markets, social media activities and innovations and progress made on publication materials in this unusual year without ORC World or Continental championship events.

The Turkish fleet in Istanbul hosted a presentation of ORC given to race organizers, sailors, measurers and Turkish Sailing Federation officials in February to solidify their interest in adopting use of ORC, in addition to planning for the ORC Sportboat Europeans, postponed now to 2021. A measurement seminar was also held in Annapolis in March in anticipation of the ORC/IRC Worlds. Both were well-attended and helped educate participants on ORC theory and practice, and its local use is anticipated for the next season.

The national handicap systems in both Finland and Estonia were converted to ORC this year with help from the ORC tech team with a significant positive impact on the fleet statistics. Recent news of the switch from ORR to ORC for the two Mackinac races in the USA is after two years of effort and study, and will also have a significant impact on the fleet in the 2021 season, with

technical help from the US rating office and the ORC tech team. This is also anticipated to create even more local interest throughout North America.

### **3. Submission MANCOM1 – ORC Certificate layout improvement**

An explanation was given on the new certificate layout philosophy and preliminary design by the Staff and was generally well-received and supported by the Committee. Comments were made about small details related to the clarity of the certificate type and the importance of the Scoring page to have options that relate to the local markets.

### **4. Further discussion and new initiatives**

It is noted that the explosive growth in interest in Double Handed racing in 2020 has helped also grow interest in ORC through its availability of bespoke DH certificates and the policy of having both full-crew and DH certificates valid at the same time. Reports were given by the Chairman, Zoran Grubisa and Piret Salmistu on country certificate statistics, presentation trips to new markets, social media activities and innovations and progress made on publication materials in this year without championship events.

There is similar interest in the USA and elsewhere for non-spinnaker certificates to also be valid because sometimes events are held in this format immediately after full-crew races (or vice versa) and the fast timing is not possible for both the rating office and race administrators.

Piret Salmistu reported social media engagement increased in 2020 mainly on Instagram with 6200 followers while Facebook had 5000, considered impressive given the lack of events. She and the Vice Chairman suggested creating a library of accessible ORC-approved images, photos and templates that local rating offices and events may use to promote their activities...this was supported by the Committee.

Zoran Grubisa reported on the status of the design and content on the new ORC website under construction, and said that recent trends towards offering more local control on topics such as preferred scoring styles seems to indicate a new approach to the site design. Similarly, the completion of a single Quick Guide on scoring was discussed as also not having relevance for all markets, and that a more effective method will be direct contact with new users for education, promotion and training. For example, the Chairman did this in April with a recorded video presentation on the ORC system published and promoted by US Sailing, and now archived on YouTube.

Further discussion followed on the fast growth of DH sailing, as seen in huge certificate numbers (2400 worldwide) and growth of DH races. ORC is pledged to continue to support this through not only certificates and scoring options, but possible inclusion of DH classes in championship events. The Vice-chairman and Thomas Blixt suggested this could be organized for the Scandinavian/Baltic region in the 2021 season, and Bruno Finzi suggested that ORC may also develop new DH classes that could be used to organize ORC DH championship events in the future.

The roll-out of the new ORCmh is expected in 2021, with a brief report given on its progress, and the Staff will inform the Committee on progress for timing and the extent of its possible use.

Finally, the Committee agreed to try and meet more often than once a year, such as Quarterly, in this same Zoom platform to be apprised of ideas and progress throughout the year.