



PROMOTION AND DEVELOPMENT COMMITTEE

Meeting

held from 15:00 – 18:00 UTC/GMT
on Monday, 8th November 2021 via Zoom

MINUTES

Present: Dobbs Davis (USA) Chairman, Thomas Nilsson (NOR) Vice-chairman, Thomas Blixt (SWE), Qu Chun (CHN), Jose Frers (ARG), Zoran Grubiša (CRO), Fabrizio Pirina (ITA), Luke Scott (RSA)

Apologies: Steve Benjamin (USA)

Observers: Gennaro Aveta (ITA), David Bartol (SLO), Eiji Mizokushi (JPN), Ab Pasman (NED), Bojan Gale (SLO), Bruno Frank (SUI), Edoardo Recchi (ITA), Johannes Christophers (GER), Karl-Hannes Tagu (EST), Matthew Gallagher (USA), Michael Quist (DEN), Patrick Lindqvist (SWE), Per Boeymo (NOR), Philippos Georgakis (CYP), Willem Ellemeet (NED), Wolfgang Schaefer (GER), Alberto Pindozi (ITA), Bruno Finzi (ITA), Matteo Zuppini (ITA), Buster Pike (USA), Chris Theodosis (GRE), Nicola Sironi (ITA), Panayotis Papapostolou (GRE), Dirk-Jan Zweers (NED), Eckart Reinke (GER), Ecky von der Mosel (GER), Jay Tyson (USA), Joakim Majander (FIN), Mikael Jeremiassen (DEN), Piret Salmistu (EST), Ricardo Lobato (BRA), Robert Jacobsen (GER), Stig Paulsen (NOR)

1. Approval of Minutes of 2020 meeting

Minutes of the 2020 meeting were unanimously approved.

2. Membership status of committee, proposed new members

All current PDC members have confirmed their interest to continue to serve through the next year. A new member has been proposed – ORC social media manager Piret Salmistu (EST) – and will be effective pending approval by Congress.

3. Submission MANCOM1 – Implied wind

There was a long discussion among PDC members and observers on this submission, including a presentation paper from Zoran Grubisa explaining the salient features of Performance Curve Scoring (PCS) and how it more accurately generates race results compared to simplified systems such as Triple Number.

Notwithstanding new markets and fleets adopting simplified scoring systems, and some cultures such as NED being satisfied with this approach, PDC has been suggested to make a more substantial effort to sell the use of PCS as being more accurate, more objective and in the pre-selected format even easier to apply than choosing a wind band, such as with Triple Number.

Regardless, and after some debate, PDC agrees with the International Technical Committee (ITC) recommendations for adopting the new terms “Polar Curve Scoring” and “Scoring Wind” to be used in PCS descriptions and promotions. PDC also directs the ORC programmer to include current speed and direction as an input to the Scorer program for PCS.

4. Overview of promotional initiatives in 2021 and plans for 2022: new products (eg, ORCmh), new events (eg, ORC DH Worlds), new countries, etc.

Presentations were made of the 2021 fleet statistics of both boats and certificate types (ORC Club, ORCi, ORC DH, ORCsy, and the new ORC NS), showing a large increase for 2021 that brings the fleet sizes returning to nearly the same pre-pandemic values. A large contribution of this is the substantial 3-digit increases in US fleet sizes compared to 2020 and previous years.

A presentation made by ORC social media manager Piret Salmistu (EST) reveals that a large increase in the reach of Instagram (8.6k followers and total reach of 254.9k) and a modest increase in Facebook (4.9k likes and 5.9k followers with total reach of 62.6K), despite changes in the FB algorithms. She indicates that higher quality and informative posts get better traction and response in all social media channels, with spikes of activity centered around major ORC news events such as new rules and championship racing events.

PDC co-chair Thomas Nilsson reminds everyone to help activate much broader reach statistics by being more than just followers but engaging in comments in their personal and professional channels. And getting sponsors to engage further multiplies the effect.

PDC member Qu Chun indicated these channels are not available to audiences in China, but he would work with Piret on finding possible bridges over to China’s WeChat channel.

ORC Chair Bruno Finzi reported that ORC has been approved to organize future ORC DH World Championships, and that this matter will be discussed in the Offshore Classes and Events Committee, with PDC informed of developments.

PDC member Zoran Grubisa reported on progress made on ORCmh, a new rule for multihulls that has been >3 years in development. Scoring using a beta version was tried at one MH event in Palma, and the next step is to build the certificate base starting first applying through the MOCRA system, with the addition of additional data needed for ORCmh certificates issued by the ORC Central Office through 2022. Chairman Finzi noted that a smooth transition from MOCRA to ORCmh is anticipated in the next year.

And Zoran reminded the PDC and observers that ORCmh ratings cannot be used for scoring with other ORC certificate types: the VPP is different.

5. Any other business

PDC chair Dobbs Davis sought ideas on more effective promotion of the Seahorse magazine benefit that all certificate holders currently receive but few are taking advantage of. We suspect this is due to not having direct contact with certificate holders since this is within each RO’s database and not centrally controlled. He will make further inquiries on this promotion.

Another discussion was made on improving and simplifying the data input methods for ORC Club certificates: eg, measured or owner-declared data, and establishing some more clear guidelines within the broad range of Club-level certificates. PDC members debated at length on methods of sailmaker data input with the goal of simplifying the certificate process with minimal steps and possibilities for mistakes.

Lastly, an explanation on certificate layouts and HTML file formats being default rather than PDF was explained by ORC programmer Panayotis, with an affirmation that this format may be new to some users, but ultimately more flexible and portable than PDF.