

JANUARY 2017 BOARD REPORT

VICE COMMODORE BILL RECORDS

On January 11th, I had a meeting with the Regatta Chairs to plan for the 2017 season. Our mission was to make improvements resulting in higher participation. Before the meeting I spoke with members from the AYC fleets, asking them what they thought of previous regattas, both pro and con. Among the responses were some useful suggestions, which were discussed at the meeting. The most important take away was the "fun factor" Here are some things that we feel make good regattas : Provide good food, served efficiently (maybe go in house), Have good entertainment (battle of bands concept), Friday night speaker (Jim Merritt) Well designed Tshirts (maybe Polos), interesting trophies (original artwork), Produce good posters/flyers to distribute at marinas and businesses, Reach out to other yacht clubs and non-members at other marinas (Turnback used to have a lot of non-members, some joined AYC), Good Race Committee work,(choose PROs from permanent Race Committee), Make easy to understand , uncomplicated Sailing Instructions - KEEP IT SIMPLE! The regatta chairs are already working hard to make this a great year at AYC and the schedule and chairs are as follows:

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| Red Eye- Jan1,2017 | KHF B |
| Governor's Cup - April 8,9, 2017 | Karen Bogisch |
| Turnback canyon - May 27,28, 2017 | Diane Covert |
| Independence Cup - July 1,2017 | KHF C |
| Centerboard - Sept.16,17,2017 | Kevin Reynolds |
| Roadrunner - October 21,22,2017 | Jeff Brock & Stefan Froelich |
| Wild Turkey - TBA | KHF A |

Barry Bowden sent new board members a list of responsibilities for each position and I was surprised to find out that the Vice Commodore will appoint a PR committee, We found a good fit in Steve Ward. Steve will be communicating with the media, sending out press releases and helping Sail Training with advertizing our camps and clinics. He is presently working on how we can use Facebook to our advantage.