

**Canadian Wayfarer Association
Executive Meeting**

Saturday 25 March 2017, 12:30 pm

Mississauga Sailing Club

Minutes

In attendance: Jan d'Ailly, Steph Romaniuk, Sue Pilling, Anne Pugh, Mike Codd, Rob Wierdsma, Susan Davis, Scott Ramsay, David Pugh

Regrets: Al Schonborn, Leo Van Kampen, Kit Wallace, Hans Gottschling

Absent: Alastair Ryder-Turner, Alan Asselstine, Dave Hansman

1. Minutes of the Meeting of 25 February: approval deferred to next meeting;
 - **[Action: Scott to ask Al to post the previous minutes to the website]**
2. Treasurers report
 - Mike reported that there is \$4633.74 in the bank account after transfers from Steph and Kit for advertising, membership and buff sales;
 - estimated accounts payable are ~\$1000.00 to Al, and ~\$200 to Dave for hats;
3. Membership report
 - Anne reported on Kit's behalf that two new members have joined since the last meeting, bringing the paid membership up to 35;
 - **[Action: Anne will follow up with Kit and Al to post obvious reminders about renewals being due by 1 April for the 2017 membership year]**
4. 2017 Calendar of Events
 - The only event that is still uncertain at this point is the Parry Sound weekend in August;
 - confirmed attendance is still low, and support from SPS is uncertain;
 - Sue will be attending the SPS AGM and promoting some possibilities for the event;
 - The Lansing Regatta is confirmed for 20 May;
 - All other events are as detailed at the last meeting.
5. Training
 - Jan reported that someone from OSA (possibly Thomas Fogh) will be available for the training day at the Warm Water Regatta;
 - There was some consideration of holding an informal training day at Parry Sound in conjunction with the long distance race; details to be worked out;
6. Awards
 - Dave has ordered the hats for 2017;
 - Some of the hat inventory for 2016 disappeared after the Canadians;
7. Trophy management
 - Al provided an updated list and location of the Association trophies;
 - all are now accounted for;
 - Hans is building a new base to add to the Storer trophy;
 - Anne suggested that the Trophy Secretary should be using the list before main events (AGM and regattas) to contact the current holders of each trophy, arrange for any repair or engraving, and organize delivery to the event;

8. Advertising revenue

- Steph has had good success in bringing in advertising revenue, ~\$800 to date;
- There was some discussion of using the strength of traffic to the website in selling ads;
 - a further suggestion would be to look at building google ads into the website;
 - Jan has a contact with the technical know-how who can offer suggestions on how to implement ad functionality on websites;
 - Jan will report back at the next meeting;
- Between meetings there was some conversation via email regarding how much to request from NP boats for advertising;
 - there was some discussion of the personal investment that has gone into NP boats to the benefit of the Class in North America;
 - Sue moved that the CWA extend its thanks to Nick and Mary Seraphinoff for their support and promotion of the Class (seconded by Rob): carried;
 - There was some further discussion of strategies to help generate more sales of NP's inventory, including updating the Wayfarer Market page [Action: AI to update], and posting flyers at clubs;
- Discussion moved on to some additional thoughts on facilitating sales of new and used boats, and promoting the class through some of the following:
 - offering AI some assistance with preparing copy and updating content on the website;
 - writing promotional pieces for print and web publications, tied into the 60th anniversary of the Class;
 - and encouraging participation by CL16s at Wayfarer events (further discussion tabled to a later date)

9. Class rules – insignia

- Notice was received from the WIC regarding a change to Rule G.3.1(a) clarifying details of the design and placement of the class insignia on mainsails, including a link to an official copy of the WIC website;
- Motion to adopt the amended rule (moved by Rob, seconded by Sue): carried
- [Action: Anne will communicate the CWA approval to Jim Heffernan]

10. Other Business

- None

Next meeting: 22 April at MSC following the sailors' gathering, 12:30 pm;

Meeting adjourned at 2:00 pm (moved by Sue, seconded by Rob)