

## 2017 Joint ADA & CDA Report on Activities and Finances

### Membership

2017 Year End	ADA	CDA
Dragons	25	20
Members	35	27

Membership is stable (not growing or shrinking although there is some churn each year (retirement, relocation, boat sales). The consistent core of the Class in North America are the active racers, but the boats are getting older (as are the owners). We need some new blood and some new boats.

### Financial Position

The ADA began 2016 with Cash of USD\$1696.70 and ended the year with Cash of USD\$1427.07, a decrease of USD\$269.63. The CDA began 2016 with Cash of CAD\$300.01 and ended the year with Cash of CAD\$92.05 a decrease of CAD\$207.96.

### Revenue

The majority of our income is from Membership Dues and donations.

### Expenses

We pay the IDA £11 per registered Dragon. The remaining expenses are for the website, postage, office supplies, credit card and bank fees, Associate Membership in US Sailing and Sail Canada, and a business license in Washington State and the City of Seattle. Merchandise pricing is set to breakeven and usually makes a small profit.

In 2013 the ADA and CDA Memberships agreed to share payment of some expenses for attending the IDA AGM (two nights hotel and two dinners). In 2015 the Membership further agreed to pay for coach airfare (the meeting is usually in Europe). This increased cost means it has become a challenge to break even in recent years and we have spent some of our cash reserves. In 2018 we have the opportunity to attend the ICOYC annual meeting to promote the Dragon Class to Yacht Clubs in North America. The additional cost of this is \$1678USD (hotel, conference and meals but not airfare). The Membership has agreed to cover a portion of this and some people have made donations to help out.

The ADA set its fees at USD\$50/\$10 (Full/Associate) in 2012 to cover the new website expenses and the CDA set its fees at CDN\$50/\$25 in 2012. The CDS increased its fees in 2016 to cover a decline in the Canadian dollar (most expenses are in US dollars or British pounds).

### Taxes

The ADA is registered as an unincorporated association in Washington State and has a license from the City of Seattle and the State of Washington (required to get a bank

account). Most of our revenue is Membership Dues and Donations, which is tax-exempt, and our taxable revenue (from merchandise) is small enough to be well under the limit for paying tax although we do have to submit a tax return each year. The CDA is unregistered and unincorporated in Canada.

### **Summary of Financial Position**

If we want to continue to send a representative to the IDA AGM, we need to raise our annual dues. If we also want to travel (a little) to promote the Class in North America, we need to raise our annual dues. While I don't believe in carrying a large cash surplus, I do think it is important to have some cash reserves.

### **Fleets**

There are regular One Design Dragon events in Vancouver and Cleveland, as well as a number of Handicap racers scattered around the continent.

#### **Cleveland Fleet**

2017 was a good year for the Cleveland Dragon Fleet. They had 6 Dragons out racing regularly from the beginning of June until late September for Edgewater Yacht Club's weekly Sunday and Wednesday club racing. And this year, all 6 local Dragons competed in Cleveland Race Week, during the second week of June. There was solid interest in the fleet, with all boats having plenty of crew and lots of new faces. Well done!

I asked them what they had done to make this happen and it came down to a couple of things – a willingness to bring new people on boats and teach them how to sail a Dragon, which often means being a little less competitive while they learn. As someone said, the Dragon is an easy boat to sail, but not an easy boat to sail well. Dragons are a good social Class because the racing is tight, and most boats are able to win some of the time. This makes for good camaraderie on the dock after and good social events.

#### **Vancouver Fleet**

The Vancouver Fleet struggled this year with turnout down for the weekend racing and on Wednesday nights. Although there are 11 or 12 Dragons at the Club, it was an effort to get 5 or 6 on the water. There was no one particular issue, just more of a convergence of events. In spite of these challenges at home, a team from the Royal Vancouver Yacht Club had a very successful series at the Dragon Interport in Hong Kong in early November, defending their win two years ago on home waters.

At the Fleet AGM in December, members discussed how to channel that energy from Interport into getting some new folks out racing Dragons in Vancouver. Plans are to hold some team racing training sessions in collaboration with the YC (open to all). Plus, there are plans to link up with the local University Sailing Club by hosting a social event and a day on the water in April to kick off the season.

## **Class Development**

We sometimes wonder if one of the barriers to expanding the Dragon Class in North America is not having a local (or at least North American) builder, but, if we don't create the demand, there is no point in creating a supply of local boats. And no builder will take on Dragons unless they can see some firm orders. True, it's a bit more complicated to buy from Europe (trailers can be an issue), but it's not rocket science. We have enough people who have done it to help people through the process.

There are some interesting models to get younger people into One Design Classes. Both the J24 and Lightning Classes own a boat that they make available to a "young" crew for the season. Most of these programs started with someone donating a boat, then the Class coming up with the funds to refurbish and maintain it. Obviously, this requires a bit more than just time and effort, but it's worth considering. Something similar is being tried with the Dragon Class in Ireland and in Norway.

The IDA has been invited to attend the International Council of Yacht Clubs in San Francisco in April 2018. Our Chairman, Vasilij Sentarov and myself will be making a luncheon presentation to the attendees. This is a terrific opportunity to network with key Officers from many of the larger Yacht Clubs in North America and educate people on the Class strengths.

If we hope to hold a major event in North America in the next five years, it is a given that we have to build up the local fleets. More than anything this requires local level promotion by getting out on the water and getting new people out on the water, which, sooner or later, leads to new owners.

## **Communications**

Our main communications channels continue to be the website, regular electronic newsletters, targeted emails on specific subjects as well as social media (Facebook and Twitter). Most news items are posted on the website, Facebook and Twitter. If you don't use Facebook, you can subscribe to the News on the website. Facebook Groups have taken over what the Member Forum on the website was used for, so the forum will be retired this year (there have been no postings since 2014).

We would like to add more video content to the website and Facebook next year, so please send us videos! There is a new section on the Photos page for YouTube videos.

## **Class Merchandise**

In 2017 we produced a series of stickers for laptops, trailers, cars or whatever you want to stick them on. There are three – a Dragon logo, one with a line drawing of the Dragon and one with the US and Canadian flags. There is still some inventory left for anyone who wants some.

Other Dragon logo merchandise is available via Coral Reef Sailing Apparel and Make Granville Island. Both of these providers offer a broad selection of Dragon logo branded sailing gear (bags, jackets, tops) as well as handling shipping directly to the purchaser. You can personalize the merchandise and have access to a good selection of kit in a variety of sizes. Setup fees have been paid for the Dragon logo and the line drawing, so all you have to pay for is the merchandise. The design files are available for anyone who wants to get them set up at a local supplier.

## IDA

I attended the IDA AGM in St. Tropez in October 2017. This was the fifth year the ADA and CDA have been personally represented at the AGM. It was a relatively quiet meeting with no contentious issues.

There is interest from the IDA Exec and Members to hold a Dragon Worlds in North America. At this point in time, it would be a huge challenge for us, with a relatively small membership (these events rely on a lot of local volunteers). The IDA requires the host to submit a preliminary proposal four years before the event, which would be 2019. They will also expect an update on our progress in growing the Class at the AGM in 2018. I requested (and received support for) a placeholder for a North American Worlds in 2023.

I was a member of the Editorial Committee for the IDA Magazine for the third year and, I'd like to think we have broadened the appeal to a wider audience, not just the European racing circuit. We rely on ideas from Members for the magazine, so let us know what you would like to see.

## Summary & Recommendations

I am making two recommendations on finances.

1. Combine our finances into one based in US dollars. This will simplify administration, which will primarily help me out. There will be minor savings from closing the Canadian bank account.
2. Increase the Membership fees to USD\$75 for a Full Membership (boat owners and those who wish to vote) and to USD\$20 for an Associate Membership (annual Magazine, website). Fee increases would be effective immediately after the vote.

The joint Budget shows a deficit of USD\$447 to cover some of the ICOYC expenses. It also assumes the fee increase has limited effect in 2018 since most people have already paid.

We continue to have a dedicated core group of Owners and Enthusiasts in the Class. Our challenge for 2018 is to see if we can grow some of the existing fleets and create some new fleets.

As always, thanks! A.