

ICA EC Meeting January 2, 2019

EC members Tim, Stellan, Heiko, and Rikard
NCA Canada and USA Presidents Peter Wood and Tony Pocklington joined conversation for
CanAm marketing discussion.

This was an abbreviated meeting as Stellan and Cor were not available. Additional items not
discussed today will be added to February meeting agenda.

- 1) The ICA EC has received an inquiry regarding status of a Norlin Mk3 boat built by a builder
who is not a licensed OD builder. The boat measures as a 2.4mR but any design royalties
should be taken up with Norlin Yachts. It is also possible the boat may apply for OD status if
built before March 1, 2011 and meets other OD measurement criteria for grandfathered
boats.

*Steve Bullmore will respond re: inquiry.

- 2) CanAm marketing request to assist Canadian and United States NCAs in partially funding
professional public relations media campaign for the 2018/2019 CanAm series. The EC
voted to approve the request.

The German NCA has used professional media in the past and stresses the importance of
making sure media company is reaching individual sailors.

Should also advertise the 2.4mR was recently considered as an Olympic class.

2018/2019 is the third year of the US/Canadian CanAm series. They have hired a
professional media/PR company to publicize the 2.4mR in North America as an actively
racing class option. Peter Wood, Canada NCA President and Tony Pocklington USA NCA
President were included in the discussion. The USA/Canada will provide information of how
successful this marketing approach is in North America.

Tony P has also attended the WS AGM on behalf of the EC and has been exploring ways to
keep the 2.4mR visible to the WS/IOC/IPC for future equipment selection.

The North American NCAs are also looking in to holding the 2020 2.4mR World
Championship in Newport Rhode Island and/or other North American venues.

- 3) Update on License payments for to us and to Norlin Yachts

Tim will forward Rikards email to Pekka re: payment to Norlin Yacht Design for 2017 and 2018
unpaid fees.

- 4) 2019 Genoa Worlds

Confirmation that things are in hand at the Genoa club. We are invited to talk and inspect plans and facilities any time after the end of January. For consideration is for approval of expenses for a two day visit by Steve and Keith and report back.

Looking well organized. Should be inexpensive to send two representatives IM and Class
Funding for Steve and Keith ie Ryan Air and one night accommodation approved.
World Championship checklist to be discussed in Genoa.

5) Date of next meeting

Tuesday February 12 at 8:00pm London time (Note change of time!)