

Strategic Plan
Corinthian Yacht Club of Edmonds
Approved by the board 11/3/2009
Approved by general membership 11/17/2009

Introduction: The goals of the strategic plan derive from the purpose of the club, a statement of many years standing. The club has four purposes and thus four goals to accomplish. The plan lists from one to four objectives for each goal; each speaks to what the club should strive to do to achieve the goal. The bullets are examples of activities that the club can do to accomplish each objective; the bullets are only examples.

Purpose: *The purpose of the club shall be to promote and conduct sailboat racing, cruising, boating education and social activities. The Organization shall be a non-profit corporation and shall be primarily in the north Puget Sound area.*

Goal 1. To promote and conduct sailboat racing.

Objective 1.1. To expand collaboration with other YCs, notably our nearest neighbors at Shilshole and Kingston, to expand participation in races.

- Handicap (not one-design class) races together.
- Challenge races, e.g., Edmonds-Everett Milltown YC annual challenge race.
- Expand summer series to include some weekend races with social events.

Objective 1.2. Promote CYCE racing for the purpose of attracting more crew.

- Conduct race in front of port during Waterfront Festival and take interested persons out for sail (check liability first).
- Mount and staff booth at Waterfront Festival.
- Develop regular promotion: port monthly newsletter, Beacon, Enterprise, etc.
- Hold theme race a la Duck Dodge or charity event.
- Activate a noticeboard/crew list for skippers who need crew or crew who need skippers.

Objective 1.3. Attract more CYCE boats to racing.

- Check out experience of nearby clubs (CYC Shilshole).

- Provide clinic in the spring for skippers new to racing and link them to mentors.

Objective 1.4. Continue to hold one major race annually, FWB.

Goal 2. To promote and conduct cruising.

Objective 2.1. Continue successful activities: 3 traditional cruises (Memorial Day, 4th of July, and Labor Day), the Mad Dash, and the reciprocal moorage program.

Objective 2.2. Increase participation in cruises and make them more attractive.

- Include onshore games/other activities to do off boats, e.g., Karaoke, talent show.
- Vary destinations, try new ones, e.g., Port Townsend, Mystery Bay, Blake Island.
- Experiment with 3-day August and/or other summer weekend cruises.
- Take into consideration special needs of larger boats.
- Theme cruises, e.g., Hawaiian, funny, “tasteless cruise.”
- Facilitate rendezvous for sailors taking summer cruises at same time who want to meet up.

Objective 2.3. Increase access to information about cruises and rendezvous.

- Use website to connect/encourage

Goal 3. To promote and conduct boating education.

Objective 3.1 To promote and conduct education on key issues in boating on Puget Sound for CYCE members. (May invite others, but focus is on our own members)

- How to get help.
- Hypothermia.
- MOB.
- Help tree
- Rigging
- Sail care.

Goal 4. To promote and conduct social activities.

Objective 4.1 Expand some social activities to include neighboring clubs.

- Weekend dock parties.
- Combine social activities and cruising and invite other clubs.
- Halloween party.
- Lease Kingston Cove YC clubhouse.

Objective 4.2 Develop a local place to gather regularly. Suggested options to explore include:

- Bud's Bait when it becomes available.
- Some agreement with EYC.
- A local pub/restaurant.
- Rent a place for potlucks.
- Consider establishing a capital fund for a future floating clubhouse, seek sponsorships.

Objective 4.3. Organize more field trips. Suggestions and past trips include: Ballard Bridge, big sailing yachts, container ships, USS Turner Joy, Ballard Locks, Cruise ships, Bangor, Key Port.

Recommendations to CYCE board to implement plan:

1. Top two priority issues are 1st finding a meeting place and 2nd increasing coordination with other clubs on races, cruises and social activities (maybe host a commodores' get-together or attend other clubs' meetings).
2. Consider reactivating the position of publicity chair.
3. Hold a special meeting in October after FWB to present and discuss draft strategic plan after first distributing it by email (late September) so members have time to think about it.