



THE ISLAND SAILING CLUB - AT THE HEART OF SAILING

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GENERAL COMMITTEE NEWSLETTER - JULY 2018

Although winds have been intermittent, the constant sunshine of the last few weeks has helped to bring people into the Club to enjoy our balconies and our increasingly popular food offers. As a result, the Club is enjoying some strong performances in respect of bar and food takings and a reversal to what has been some relentlessly negative trends.

We are working hard to fill trading troughs and attract younger members to the Club by adding new types of events to our social calendar. The first of these was the highly successful launch of the ISC Wine Club on Wednesday June 27th. This will become a quarterly event and we will also be running quiz nights, theme nights, race nights and music nights on Wednesdays – ideas which were hugely endorsed by last year's membership research. In addition, it is planned to supplement the Sunday Carvery with a Weekend Family BBQ to be held on the top balcony; also with the aim of attracting younger members.

You will have noticed that the Club is raising its profile with a new street banner. At the open day, we were somewhat surprised by the comment "I've lived here for 30 years and never knew you were here"; which turned out not to be an untypical remark. This underlines the need to constantly spread the word about what a great Club the ISC is and why one should join. We will be extending our marketing activity accordingly.

To increase the utility of the lower marquee and increase its usage, we have replaced two of the marquee panels with window panels which has opened the view to the North West. This has made the whole area a more attractive destination for events such as the hugely successful J Cup Annual Regatta which we hosted in May.

Our new website is now in its testing phase and is looking good. We are hoping to migrate data over to this site for a launch in September and it is almost certain that there will be a few technical and logistical hiccups during the transition so we beg your patience in advance. However, when up and running we will have acquired a modern, eye-catching and dynamic shop-window for the Club which will enable us to communicate more regularly and effectively with members whilst better advertising what we can offer to new members. We will also install a webcam on the Club roof which means members can enjoy our views from wherever they find themselves in the world.

An architect has prepared a number of exciting alternative schemes with a view to maximising our Club's assets, and enhance our revenue stream. These ideas are currently being costed and will be discussed at the General Committee meeting.

We continue to reach out to the Cowes business community and our latest initiative was the Round the Island window dressing competition where 40 businesses participated.

Finally, we are sorry that John Allen, Maddy Dobson and Cheryl Buggy have resigned from the General Committee, all due to increases in their other commitments. As a result, we are looking for people to volunteer for our sub-committees and in particular, for our House Committee which drives our social calendar. We will also be looking for nominations for the General Committee prior to November's AGM. Please contact the office if interested in either of these roles.

Wishing all our members fair winds and following seas.

The ISC General Committee