

Minutes from Strategy Meeting (sailBaltic Association) MariTour WP 1

in Karlskrona 2007-10-05



Participants:

Karlskrona Michael Fransson

Ann-Sofie Jonsson

Eva Dahlberg

Rostock Holger Bellgardt

Eckhard Landgraf

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Gdansk Andrzej Radomski

Lübeck-Travemünde Eva-Maria Schulze

Halmstad Anette Pantzar

Klaipeda Sarunas Rutkauskas

Michael opened the meeting and wishes all welcome.

Points of discussion

- Review on the 2007 events and last year of cooperation
- Report on joint marketing activities and actions in 2007
- Proposals/plans for joint (marketing) activities / actions 2008
- Extension of the BS agreement for the next period of time (2008-2011)
- Discussion to strategic development of BS & Cooperation / implementation into Sail Baltic Project
- Discussion to a follow up conference “Traditional Shipping in European Waters” to be organized May 2008 in cooperation to EMH.

Introduction by Holger

Gävle is interested to be a new member from the year of 2009. Helsingør is going to rebuild their harbour and will leave their membership in Baltic Sail during some years. But it will still be seven members in Baltic Sail.

The Baltic Sail organisation has existed since 1996 and we can be proud that cooperation continues. Three central points:

We all work in municipalities or in companies own by the local authority. We can help and inform each other. All of us wants' a lot of ships. – Why? Ships attract many visitors, and many visitors is what we all want. We have to find new ways to attract ships to come to our events. Hospitality is important, take good care and offer good service to the ships, the owners, captains and crew.

The Baltic Sail cooperation must be developed and find new ideas to progress the work.

Review on the 2007 events and last of cooperation

Last meeting 9 May in Copenhagen. Short report from EMH /European Maritime Heritage -meeting. Main goal: to keep Maritime Heritage in Europe. New brochure and invitation to ships have been sent to each other. Posters will come later.

Rostock is working on get Denmark as a member again. They have a discussion with Small land sea "Smålandshavet" south Denmark, which has several harbours. No decision yet. There are other harbours around the Baltic Sea whom have interest in membership. Gävle is interested to be member in Baltic Sail and has sent an official letter to Holger. The ambition is to form a working team and sign a Letter of Intent. Holger and Eckhard has visit Gävle twice. A German Company, at sea sail training, has started a sailing project for youth. It wasn't so successfully in Rostock but it went good in Travemünde. The project has a good aim and direction and they will go on with it.

Halmstad - Maritime Festival 2007:

Halmstad celebrates its 700-year anniversary this year and it was a mark of attention during the Maritime Festival too. About 17 ships, among others Earthrace and The Swedish Ship Götheborg, came to Halmstad. Baltic Sail took part at the exhibition. Lübeck-Travemünde - Sail Travemünde 2007. They had about 21 ships, good weather and atmosphere. This year they focused on hospitality and take care of the crew in a better way than earlier. They worked a lot with their website, daily pictures, program et cetera. Actors in the region were more positive to the event and contribute in different ways for example free entrance, free bus and train trips et cetera. The critical voices are reduced and they started to see the usefulness of the event.

Karlskrona – Sail Karlskrona 2007

We have a new organisation and a new start with the event. Now it's a long-term work, we will deliver first-rate quality, involve more organizations, trade and industry, association and others, and make the organization broader with specialists with different competences. We have three catchwords for Sail Karlskrona:

- World Heritage - identity
- Water - condition
- Hospitality - experience

Result for this year:

- Kindly received
- “Restaurant village” well-attended, high atmosphere
- World Heritage area – very appreciated
- Good activities on water
- Children’s Sail – high class

Next year Sail Karlskrona will be 31st July – 3rd August.

Rostock – Hanse Sail Rostock 2007

They had about 250 ships from 12 countries, and more than 750 000 visitors during the event. They arranged Town twinning race from Szczecin to Rostock. New this year was two bigger concerts arranged closed to the sail area. Next year Hanse Sail

Rostock will be 7th-10th of August.

Gdansk Sail 2007:

This year Sailing-week was different than earlier because Tall Ship Race was at the same time. So they changed their planes and focused more on activities at land and at sea. They have 5 ships from Poland, one from Canada, a couple of other sailing boats, rescue boats – everything that floats on the water was invited. They have also a new organisation and now Andrzej is Project manager and works more strategic. Next year it will be the Old-Timers’ meeting but it isn’t at the same time as Gdansk Sail. But its important to contact them how arrange the Old-Timers’ meeting.

Klaipeda Sail 2007

Two traditional ships 2 visit Klaipeda. Also they have Baltic Springs Cup and Baltic Sail cup, and other activities. Earlier media have been criticizing the event – more bear than water. New focus this year changed the picture.

Report on joint marketing activities and actions in 2007

All parts get the documentation Report on joint marketing activities and actions in

2007. It will be a little surplus this year which will be used next year. The costs for Hiorten Race were 6388 EUR, shared between Rostock and Karlskrona. Hiorten Race was more popular earlier but there are some ships that participant because of Hiorten Race.

Proposal/plans for joint marketing, activities and actions 2008

It's time to sign a new agreement for 2008. It's nothing new but they will be sign by the Mayors in each town. In the end of October Holger will have feedback that everything is OK. After that one original paper will circulate among all members for sign, then back to Holger. Everyone get a copy on the signed agreement.

Budget 2008-2010

All parts get the documentation Budget 2008-2010. Some changes:

We lost Helsingør and Gävle comes, Some money have been moved from point 1.1 to point 1.7 Point no 2 – joint projects for example sailing for youth It needs more money for new flags. There is 400 EUR for common advertising, but we must take care of local and national advertising. One suggestion is to concentrate on one or two countries. Another is that we can advertise in the Tall Ship Race-magazine. Guideline should be changed. The budget for the website has been raised. There are a lot of things we can do better on the website. Local and national fairs and Conferences

National sail training

Each member pays 5000 EUR in membership fee. Holger gave all parts another Excel-sheet Next years conference for owners of traditional ships will be arranged in Rostock.

Last year cost the conference 17 000 EUR, about 90 participators and owners to traditional ships took part. It's an appreciated forum for ship owners. Proposal: each of us contributes with further 500 EUR if it's necessary to carry through next year conference. The surplus from this year will be used and perhaps it won't be necessary with extra money from us. Rostock has knowledge and resources to accomplish the

conference but if there is interest among the other members it can be move from place to place. Gdansk would like to host the conference in 2009 or 2010.

Is it OK to contribute with further 500 EUR? All members will give an answer to Holger. There is also a possibility for an EU-application. We also discussed why we don't get ships to our events.

- we don't organize a conference
- we don't organize any race except Hiorten Race
- we don't offer education for youths

Tall Ship Race has better offers.

It cost 100 000 pound to get Tall Ship Race. Lithuania paid 100 000 EUR. One of the biggest boat exhibitions in the world will be arranged in Düsseldorf in January 2008. Baltic Sail will have a showcase there. All members will get an invitation to participate.

Invitation to Baltic Sail conference in May 2008 was distribute to all of us at the meeting. In the invitation there is no speakers presented instead we make inquiries for speakers and ideas for lectures. Holger presented an agenda, July- August, for Major Sailing Events 2008. It could be problem with ships next year because of STI-races.

Baltic Sail organization has to draw up a strategy. Why should traditional ships choose Baltic Sail in stead of STI? Which are our advantages?

The ships that will participate in Brest are important to work on. Every ship hasn't got permission to sail outside the Baltic Sea. We have to get knowledge about which ships that participate in the different events, STI for example. Every ship is individual and make their own decisions about which event they will participate in.

Micke: One way to get more ships to come could be: we can guarantee a sum of money to the ships and ourselves fix up and sell sailing trips. The ships have different strategies. Some do business on the events, others works more long-term and build relations.

Klaipeda has a school ship named Brabanda. This year they have been more commercial and sold sailing trips. The shipmaster will do underwater research with the ship.

Krustenstiern from Russia will be in Rostock, and she will presumably not go to Norway because of the space in the harbour.

Holger: You can catch ships through economy or politics.

A lot of our discussions ended in money. We should find a main sponsor to the organization Baltic Sail and the money will be placed in a foundation BSF – Baltic Sail Foundation. The money could be used for support and stimulate traditional ships. Rostock will develop a draft for the – sal Baltic Association / sail Baltic Foundation and it will be presented at the conference next year to find out if there is an interest among ship owners. This is one way to raise quality in our work. We have our sailevents but this could mean a new dimension. Everyone will present suggestion for one sponsor from each town. The sponsor will be expected to sponsor with 5000 EUR, they will get promotion.

All members in sail Baltic have different goals with respective event. For example, Karlskrona wants more ships and Rostock, which already has a lot of ships, wants more visitors. But marketing is important. Everyone can be ambassadors and participate with an exhibition case (stand) at the other sail-events. If we cooperate it will be easier to get more ships to our events. It's important to present the organization. If we haven't any ships (or few) we have to analyze why they don't come. Most important is the organization. Reception and services to the Ships and crew: What can we offer? What can we do better? What activities do we offer crew during their visit? They will feel that they are an important part in the event. The atmosphere is important to.

New EU Project

Holger informed about a new EU program, Interreg project, "Display traditional maritime ship building in southern part of Baltic", co-operation between towns in south part of Baltic Sea that have maritime museums, as in Karlskrona and Rostock. Some of the members are outside the zone but still EU can accept the project. You can have about 75 % in subscription. First idea for a project: Baltic Sail and the maritime museums in zone can develop/present the historical maritime traditions. It needs a Letter of Intent from participants. Start for the project: in the middle of 2008 or perhaps a bit earlier. Cost estimate: 7 parts (towns) and 7 museums, 100 000 EUR/year, will be 1,4 million EUR.

Contribution: 25% for Karlskrona and 15% for others, is the contribution for ones own, remain is from EU. Rostock is interest in administration of the project.

Scandlines Triangle Schooner Race:

The stage race will be:

Rostock – Trelleborg Trelleborg-Karlskrona (Cruise in Company) Karlskrona-Rostock
Scandline will be sponsor of the project? It will cost 350-450 EUR to participate in one of the stage. Target group: in the main business, but even private persons The advantages: if we start marketing and book it could attracted more schooners. In Rostock they have Henrika Barthelds and Alberta Johannes. There are schooners in Karlskrona too.

If we have a race for schooners it will arouse interest. The ambition is to start next year but what will happen if Scandlines isn't interested? Sailings like Hiorten Race attract sailors and there is space for more and different kinds of competitions/races.

Klaipeda

Klaipeda will not arrange Baltic Sail 2009 because they will host Tall Ship Race. Their fee for 2008? Baltic Sail organization will accept and respect their decision apart from which kind of decision they will take. Yet they will get our invitations during this time. Presumably STI won't accept that Klaipeda is involved in the Baltic Sail marketing during 2008-2009. STI makes the rules for participant towns.

Next meeting

Next meeting: In Gdansk, 28-29 November. They will send an official invitation. They will invite captains and ship owners for lunch one of these days.