Boothbay Harbor One Design Association

Annual Meeting Report — 2026

Prepared for the BHODA membership · September 2026

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1. Squarespace Website Usage

Source: Squarespace Analytics · year-to-date, January 1 – September 11, 2026

> **A note on "year over year":** the dashboard shows "+100%" on nearly every metric because this is the **first year** the new bhoda.org has had analytics running — there's no prior-year baseline to compare against. The figures below are best read as the **baseline** we'll measure future years against, not as literal growth.

1.1 The year in numbers

Metric	YTD	What it means
Visits	1,092	Total sessions on the site
Unique visitors	851	Distinct people who came
Pageviews	2,713	Pages viewed in total
Avg. time on page	96 sec	Healthy for an informational site
Bounce rate	68.6%	Typical for a homepage-heavy small site

1.2 Traffic through the season

Visits tracked the sailing calendar almost perfectly — quiet through the winter, building through spring, and peaking in **August (405 visits)** at the height of the season before tapering in September:

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep*
Visits	10	10	20	113	135	88	207	**405**	88

**September is partial (through the 11th).*

1.3 Where visitors came from

Source	Visits	Share
Direct	843	77%
bhyc.net (Yacht Club site)	96	9%
Google	92	8%
Facebook	38	3%
Other	23	2%

The single biggest referrer is **the Boothbay Harbor Yacht Club website** — a reminder of how closely the two communities overlap, and of the value of the link from bhyc.net.

1.4 How people visited

Visitors are **majority mobile**: iOS is the top operating system (503), ahead of macOS (241) and Windows (228), and Chrome-on-mobile plus Mobile Safari together rival desktop Chrome. The site's mobile experience matters — most people meet BHODA on a phone.

1.5 What people looked at

Page	Views	Avg. time	Notes
Home	1,079	1:50	—
The Association	233	1:17	—
Design & History	203	0:46	—
Fleet Roster	166	**5:45**	Longest dwell on the site by far
Membership	159	0:34	Gateway to joining
Events	122	—	—
Contact	114	—	—
For Sale: #50 (Yarmouth)	113	—	A brand-new listing already near the top

Two standouts worth celebrating: visitors spend an **average of nearly six minutes** on the Fleet Roster — by far the most engaged page on the site, and a direct payoff from this year's work documenting the fleet. And the **#50 boat-for-sale listing**, only recently posted, has already drawn 113 views — evidence the marketplace can genuinely help move a boat.

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2. Memberships & Donations

Source: Squarespace commerce · year-to-date, January 1 – September 11, 2026

The website took in **$3,047 this year** across memberships and donations — the first year dues and gifts have been collected online.

	Amount	Count
Membership dues	**$1,605**	23 memberships
Donations (General Fund)	**$1,442**	9 gifts
Total	**$3,047**	32 orders

2.1 Memberships

Membership	Sold	Revenue
3-Year	16	$1,360
Annual	7	$245
Total	**23**	**$1,605**

Encouragingly, most new members chose the **3-Year option** (16 of 23) — a strong signal of commitment to the Association. The membership page drew 159 views, and of those who reached the product, roughly **half converted on the 3-Year membership**.

2.2 Donations

The **General Fund** raised **$1,442 from 9 gifts** — an average of about **$160 per gift**, and the single largest revenue line on the site. Donations came in steadily from spring through late summer.

2.3 A note on channels

Nearly all revenue came in via **Direct** visits and **search engines** (Bing and Google together drove ~$855, at the highest average order value on the site). Email drove only 2 recorded website visits this year — despite 123 members being reachable by campaign — which points to a real opportunity: **linking membership and donation calls directly from our email campaigns** could convert an audience we already have.

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3. CRM Data Summary

Source: BHODA Zoho CRM · data as of September 11, 2026

This year the Association moved its records into a single CRM, giving us — for the first time — one authoritative picture of the fleet, the families who sail it, and the network of yards and businesses that keep these boats on the water.

3.1 At a glance

Record type	Count	What it holds
Yachts	104	Every hull we can document across the BHOD and its sister Hodgdon-designed classes
Households (families)	76	Owner families and institutional owners
Contacts (people)	170	Individuals linked to those households
Sponsors / yards & partners	20	Boatyards, marinas, and local businesses on file
Notes (research log)	52	Sourced provenance and owner-confirmation notes attached to records

3.2 The fleet by class

Our records now reach well beyond the BHOD itself, documenting the full family of Hodgdon-designed one-designs that trace back to these waters.

Class	Boats on file
Boothbay Harbor One Design	59
Hodgdon 21	10
Christmas Cove 21	23
Christmas Cove One Design	5
Great Lakes 21	3
1935 class forerunners	3
Unidentified (under research)	1
Total	**104**

(The 59 BHODs are the 58 numbered hulls, #0–#57, plus one fiberglass hull whose number is still being confirmed.)

3.3 Status of the BHOD fleet (hulls #0–#57)

Status	Hulls	Share
Active / sailing	43	74%
Inactive (ashore, restorable)	4	7%
Dismantled / lost	5	9%
Whereabouts unknown	6	10%
Total documented	**58**	100%

The headline: 43 of our 58 documented BHOD hulls are confirmed active, and only six remain whose whereabouts we genuinely can't account for. A concerted outreach effort this year — emails, phone calls, and word of mouth through the fleet — tracked down and confirmed a large number of boats that had been question marks, including several we'd feared were gone (e.g. Psyche and Panda) and boats that had quietly changed hands or names (Pacemaker, now *Esme*, in Portland).

The four **inactive** hulls (#4 *Lea*, #6 *Psyche*, #17 *Dolly*, #19 *Old Cro*) are intact and restorable — two of them are in the hands of a local yard. These are the boats a new sailor could bring back to the starting line.

The six **unknown** hulls (#3, #16, #21, #28, #41, #42) are the focus of continued detective work; if any member knows where one of these went, the Association would love to hear it.

3.4 The support network on file

Twenty boatyards, marinas, and partners are recorded in the CRM — the working network that hauls, stores, restores, and launches the fleet:

Blake's Boat Yard · Boothbay Harbor Marina · Boothbay Harbor Yacht Club · Bristol Marine – Boothbay Harbor (Sample's Shipyard) · Brown's Wharf Inn & Marina · Campbell Marine · Carousel Marina · Derecktor Robinhood (Robinhood Marine Center) · Gamage Shipyard · Goldsmith Gallery · Hodgdon Marina · Hodgdon Yacht Services – Southport Boatyard · Hodgdon Yachts · Linekin Bay Resort · Luke's Boatyard (Paul E. Luke, Inc.) · Ocean Point Marina · Oceanside Marina · Riverside Boat Co · Signal Point Marina · Tugboat Inn & Marina

3.5 How well we can reach members

Of the 170 people in the CRM, **130 have an email address on file** and only 7 have asked not to receive email — leaving **123 members reachable through our email campaigns**. Closing the remaining gap (families with no email on file) is the simplest, highest-leverage thing we can do to keep the fleet connected.

3.6 Email engagement (Zoho Campaigns)

We sent **seven email campaigns** in 2026, and members are reading them at a rate any organization would envy.

Campaign	Sent	Opened	Clicked
Annual Meeting 2026	Aug 22	**63.9%**	2.5%
BHOD Race 2026	Jul 23	62.2%	0.0%
Event Reminder — 'Round Southport	Aug 10	60.2%	5.8%
Annual Meeting 2026 + Survey	Sep 2	58.5%	**8.9%**
Event Reminder	Aug 5	55.4%	6.8%
Annual Meeting + Survey + President's Message	Sep 8	54.8%	4.8%
Event Schedule (August)	Jul 31	52.7%	4.1%
Average	—	**~58%**	**~4.7%**

Delivery was essentially perfect (99–100% on every send). An **average open rate of roughly 58% is exceptional** — well above the 25–40% typical of nonprofit and association email — and a sign that our list is clean and our members genuinely want to hear from us.

The pattern also reinforces the opportunity noted in Section 2: **opens are outstanding, but clicks are modest** (~5% on average). The survey emails drew the most clicks (up to 8.9%) because they asked members to *do* something specific. The lesson is clear — when we give members a concrete, single call to action (renew, donate, RSVP, view a boat for sale), they respond. Pairing our excellent open rates with clearer calls to action is a straightforward way to turn attention into membership and support.

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4. Survey Results

Source: BHODA member survey · 20 responses, September 1–10, 2026 · results reported in aggregate only (no individual responses or personal information)

Twenty members and friends of the class took the survey. Their answers paint a clear and, in many ways, encouraging picture: **deep attachment to these boats, a strong desire to sail them more, and a shared sense of what stands in the way.**

4.1 Who responded

Relationship to the class	Responses
Current boat owner	13
Former boat owner	3
Family member of an owner/sailor	2
Other sailor	2

The group skews **long-tenured and older**: 12 of 20 have been involved 16+ years (7 of them "lifelong"), and among those who gave an age, **12 of 19 are 65 or older** — 8 are 75+. Only three respondents are under 50. This is both a testament to the class's staying power and the clearest signal of the challenge ahead.

4.2 The central finding: members want to sail far more than they do

In a typical season, I sail…		In an ideal season, I'd want…	
Rarely / not launched	3	4–8 days	1
A handful of times	11	9–15 days	8
Most weekends	5	16+ days	4
Multiple times a week	1	"As many as I possibly can"	7

Fourteen of twenty currently sail only "a handful of times" or less — yet nineteen of twenty want to be out nine or more days a season, and eleven want 16+ days or "as many as possible." Closing that gap between desire and reality is the single biggest opportunity the survey reveals.

4.3 It's not only about racing

When asked how they mainly use the boat, **casual daysailing (17 mentions) far outweighed racing (9)**, with teaching/family sailing close behind. Interest in racing specifically was genuinely mixed — roughly a third low, a third middling, a third high. Several write-in comments urged the Association not to define itself by racing alone, noting that most owners sail for pleasure and family time.

4.4 What keeps members off the water

Barrier (multiple allowed)	Mentions
My own time / schedule	12
Health or age	4
Can't find crew	3
Less motivation when there's no one to race	2
Season feels too short	2
Weather / rigging	2

Personal time is the leading constraint, but **age, crew, and "no one to sail with" together point to the same fix: making it easier to get bodies in boats.**

4.5 Appetite for new people — and for crew matching

- **15 of 18** who answered would welcome a newcomer, a less-experienced sailor, or a family member aboard ("Yes, gladly" or "Maybe, in the right situation").

- Asked whether a BHODA **crew-matching program** would get them on the water more, responses were split but promising: about **half rated it a real difference-maker** (3–5 on a 5-point scale). One experienced owner cautioned that crew-matching only works if *several* skippers share the load, not the same one every time.

4.6 What members most want BHODA to be

Priority (multiple allowed)	Mentions
Preserve the boats and the history of the class	14
Welcome new people and families into the class	11
Organize and run great one-design racing	7
Social events and community	6
Youth and junior sailing	5
Help fill boats — connect crew and owners	4
Support getting new boats built	2

Preservation and welcoming new families top the list — ahead of racing. Together with the "not only about racing" comments, this suggests a broad, family-and-heritage identity resonates more widely than a racing-first one.

4.7 The biggest obstacle to growth (in members' own words)

Four themes ran through the write-in answers:

1. **Aging ownership and under-used boats** — boats that sit, owners aging out, and a need for younger sailors (by far the most-cited).
2. **Boat availability and price** — few boats for sale, high prices, and no new construction.
3. **The BHYC relationship and mission clarity** — questions about the Association's focus and its connection to the Yacht Club.
4. **Youth drifting to other boats** — junior sailors moving to other classes.

4.8 How much the class matters

Asked how they'd feel if BHODA quietly wound down, **14 of 20 said it would be a real loss (4 or 5 on a 5-point scale), and 11 gave the strongest possible answer.** Only three were indifferent. Whatever the challenges, the emotional foundation to build on is unmistakably strong.

4.9 What the survey tells us to do

- **Get more people in the existing boats.** The want-to-sail gap is large and the openness to guests is high; a well-run, shared crew-matching effort is the most direct lever.

- **Lead with heritage and family, not just racing** — while still running great racing for those who love it.
- **Confront the demographic reality** with youth and junior pathways and active recruitment of younger sailors and families.
- **Address boats sitting idle** — through crew matching, shared-use ideas, and helping boats find active new owners.

Report compiled from live CRM data. Sections 1, 2, and 4 pending source data.