

AMERICA'S CUP WORLD SERIES HOST COMMITTEE
MEETING OF HOSPITALITY AND EVENTS SUBCOMMITTEE

PUBLIC SESSION

FEBRUARY 10, 2012

A meeting of the America's Cup Hospitality & Events Subcommittee was on held Friday, February 10 at 10:00 o'clock a.m., at the Newport County Chamber of Commerce, 35 Valley Road, Middletown, Rhode Island.

Members Present: Ms. Martha Sheridan (Chair), Ms. Jody Sullivan (Chair), Ms. Laurie Lebreque, Mr. Andrew Nota, Ms. Maureen Crowley, Ms. Robyn Greene, Ms. Alison Eichler, Ms. Patricia Yeoman, Mr. William Riccio, Mr. Shawn Brown, Mr. Robert Spagnolo, Ms. Diane Mederos

Also Present: Mr. Paul Harden (Executive Director of America's Cup RI), Ms. Sue Maffei Plowden (America's Cup World Event Authority), Ms. Christina Treger, Ms. Ann Sweeny, Ms. Kathleen Papp, Mr. Terry Horsley, Ms. Carolee Ward

CALL TO ORDER AND OPENING REMARKS

Ms. Sullivan called the meeting to order at 10:00 a.m. She introduced subcommittee co-chair, Ms. Martha Sheridan.

Ms. Sullivan stated that there would be an informational breakfast at 41 North in Newport, soon to be announced to the community.

There were no previous minutes to approve.

GENERAL DISCUSSION

Mr. Harden discussed what events had to be held contractually, adding that they were open to ideas for events and not limited to the ones already discussed. He went on to outline what events were organized per an agreement between the America's Cup Event Authority (ACEA) and the State, including a gala to be held in Newport in which the ACEA and a non-profit group were to partner. He noted that it was an option to hold this event before the races.

There was further discussion regarding the events planned, including the America's Cup Hall of Fame reception to be held at the Herreshoff Museum on June 29th. It was also noted that a private awards dinner was planned for June 30th at the Breakers. Discussion ensued regarding whether there should be a 'gala' or more 'inclusive' event with a lower ticket price such as a clambake.

Ms. Crowley, Town of Narragansett and Mr. Nota, Town of South Kingstown, informed the committee of their plan to host a 'large scale public event' at Narragansett Beach in June during the races. It was noted that this would be a public clambake which might focus on historic America's Cup memorabilia, with multiple events possible. Ms. Crowley noted that they are currently looking for cost estimates and would be defining that in the next month or so. She added that this could be annual event in the future.

Ms. Maffei Plowden of the ACEA indicated that there would be no conflict with other events and that the intention was not to make this a strictly Newport centric event. The possibility of having a boat in downtown Newport or perhaps a 'parade' was raised.

The idea of hosting a reception at the Jane Pickens Theater was introduced, but with a capacity of approximately five hundred people it might be necessary to move such an event to a different venue. The Newport Yachting center was mentioned as an option.

Another suggestion made was to utilize the area yacht clubs to host or support events. The issue of working to coordinate with other events was raised; it was noted that there would be no Block Island race this year and that Ziggy Marley would be doing a concert on June 29, 2012.

Ms. Yeoman brought forth the idea of incorporating workshops and speaking programs which would be open to the public in conjunction with the racing event. She suggested that topics such as racing strategies and technologies could be discussed by members of the teams and others, and perhaps this could be scheduled the week before the actual races.

The idea of bringing these types of speaking sessions to area campuses, such as CCRI and Roger Williams University was brought forth. Ms. Sullivan was to discuss the availability of the Roger Williams University facilities with Mr. Peter Wilbur; Ms. Greene of CCRI would look into this as well.

The notion of a clambake at either Fort Adams or the lawn at the Eisenhower House was raised.

Offsite parking issues were also discussed, including satellite parking areas and other options.

Mr. Harden noted the importance of creating a calendar in order to plan out the events; Ms. Maffei Plowden indicated that the website would be populated shortly and would provide important information.

Ms. Sullivan stated that the Newport County Chamber of Commerce would be getting materials and information to Fort Adams during the races to let people know about the number of things to do in the area, noting that she saw this as having a great and positive economic impact on the of the community.

There was discussion regarding corporate sponsors for some events, including Louis Vuitton, Puma, You Tube, Sailors for the Sea, Starwood Hotels and Garmin. It was noted that there were sponsorship packets available, but that they are geared to businesses.

Ms. Sullivan summarized the events being considered thus far: Friday, June 22nd an event downtown; Informational workshops to involve the community and sailors; a gala/fundraiser; coordination of visitor center information; the June 21st South Kingstown/Narragansett Event Mr. Harden offered help to market and promote the South County event.

Ms. Sullivan asked for volunteers to work in sub groups. The following sub groups were formed:

Downtown Event Friday, 6/22/12

Mr. Robert Spagnolo
Ms. Ann Sweeney
Ms. Alison Eichler
Ms. Christina Tregler

Speakers Series Week of 6/17/12

Ms. Tricia Yeoman
Ms. Diane Mederos
Ms. Christina Tregler

Gala Fundraiser 5/31/12 – 6/1/12

Ms. Robyn Greene
Mr. Shawn Brown
Mr. William Riccio

Visitors Center

Ms. Laurie Labrecque
Ms. Kathleen Papp

It was agreed that this subcommittee would meet every other week and that members would also work in the sub groups as necessary.

CLOSING REMARKS AND ADJOURNMENT

The next meeting of the Hospitality and Events Subcommittee was planned for Thursday, February 23rd at 10:00 a.m. at the Newport Chamber of Commerce. It was noted that the full America's Cup Committee was scheduled to meet on February 16 at 3:00 p.m. at Newport City Hall.

Sub groups met briefly at the conclusion of the meeting, which adjourned at 10:50 a.m.

Diane C. Mederos, Secretary