

AMERICA'S CUP WORLD SERIES HOST COMMITTEE
MEETING OF COMMITTEE MEMBERS
PUBLIC SESSION
MARCH 9, 2012

The America's Cup World Series Host Committee met on Friday, March 9, 2012, in Public Session, beginning at 3:00 p.m., at the Newport City Hall, 42 Broadway, Newport, Rhode Island, pursuant to notice of the meeting to all subcommittee members, and public notice of the meeting, a copy of which is attached hereto, as required by the By-Laws of the Corporation and applicable Rhode Island law.

The following Board Members were present and participated throughout the meeting as indicated: Mr. Brad Read (Chair), Mr. Paul Harden (Executive Director), Mr. Shawn Brown, Mr. Edward Burman III, Mr. Quentin Chafee, Ms. Alison Eichler, Mr. Geoff Grout, Mr. William Harsch, Mr. Stephen Hourahan, Ms. Jane Howington, Mr. Dyer Jones, Ms. Donna Kelly, Mr. Michael Keyworth, Mr. Richard Licht, Mr. Jack McVicker, Ms. Diane Mederos, Mr. Richard Nagale, Mr. William Plumb, Ms. Martha Sheridan, Mr. Lynn Singleton, Mr. Evan Smith, Mr. Keith Stokes, Ms. Jody Sullivan, Dr. Robin Wallace

The following Board Members were absent: Mr. Christopher Boyle, Cpt. Paul Costabile, Ms. Trudy Coxe, Mr. Eli Dana, Mr. David Elwell, Ms. Peggy Forbes, Mr. Jay Gowell, Mr. Halsey Hereshoff, Mr. David Holley, Mr. Colin Kane, Mr. Bruce Keiser, Mr. Michael Lewis, Mr. Howard McVay, Mr. Richard Morrison, Mr. Terry Nathan, Mr. Harry Winthrop

Also present were: Ms. Susan Maffei Plowden (ACAE), Ms. Lori Bassett (RIEDC), Ms. Nancy Deutsch (Sail Newport), Mr. Bill Clark, Mr. Joseph Dias, Mr. Jay Picotte

1. CALL TO ORDER AND OPENING REMARKS

Mr. Brad Read called the meeting to order at 3:00 p.m. and then asked everyone around the table to introduce themselves. Mr. Read took the time to thank everyone for coming especially in light of the fact that there is no budget for this committee and everyone is attending because they want to be involved.

2. APPROVAL OF THE MINUTES OF THE MEETING HELD ON FEBRUARY 16, 2012

Upon motion duly made by Mr. Read and seconded by Mr. Brown, the following vote was adopted:

VOTED: To approve the Public Session Minutes of the meeting of February 16, 2012 as submitted to the ACWS Host Committee.

All were in favor.

3. GENERAL DISCUSSION

Ms. Susan Maffai Plowden was called upon to give an update from the America's Cup Event Authority (ACEA). The major announcement is that NBC will be broadcasting the July 1st race live from 2:30 p.m. to 4:00 p.m. She also said that anyone looking for sponsorship packages can obtain them from Mr. Tom Hipkins. Ms. Maffei Plowden also has the packages.

Mr. Read mentioned that the social media is currently being handled by the ACEA on the west coast.

Senior Advisor to the Governor, Mr. Stephen Hourahan, announced that Governor Chafee will be attending the next America's Cup World Series Host Committee to be held March 23, 2012. Mr. Hourahan mentioned that the Governor is getting very positive feedback regarding the upcoming America's Cup events.

Mr. Read continued the meeting with reports from the subcommittees.

Sponsorship

Mr. Read, Mr. Harden, Mr. Stokes and Mr. Hipkins continue to work with various businesses to bring in sponsors. Anyone with interested corporations, regardless of size, should get in touch with Mr. Read. .

In a related matter, Mr. Harden said that a banner has been placed at the airport to attract visitors. He mentioned that the quest for sponsors is going well.

Director Licht requested a copy of the sponsorship packet. Ms. Maffai Plowen will follow-up on that.

Dr. Wallace asked about the RI Department of Transportation placing signage on the main roadways; Mr. Harden is taking care of this.

Exploration Zone

Previously known as the Activity Zone, Ms. Donna Kelly gave an update on the renamed Exploration Zone. The last meeting of the Exploration Zone consisted mainly of scientists from the URI School of Oceanography; they developed ideas for 14-15 exhibits for the Exploration Zone including marine Science, weather, ocean conservation, interactive displays, lectures, demonstrations, movies, etc. The folks from URI put out a RFP within their community and the results were very positive. A local dance company has proposed dancing upon one of the tall ships however the cost is substantial. Collaborating with the Tall Ships Group might be an option in pursuing this endeavor. Sail Newport is having a youth regatta on June 26, 2012 where the children will sail under the flags of different countries that are involved in the ACWS Races. There will also be family sailing through Sail Newport which will be free of charge. This subcommittee is also working with local groups to pull in items from their private collections.

Mr. Read added that the Exploration Zone and Environmental Sustainably group tents will be located inside the fort. Details are underway.

Events and Hospitality

Ms. Jody Sullivan and Ms. Martha Sullivan gave updates on this subcommittee. On June 21, 2012 there will be a sailing event at the Towers in Narragansett along with a party. Six

of the former America's Cup 12 meter yachts will participate in this celebration. Mr. Andrew Notta said that they are working on an area for food vendors along with spacing for historic memorabilia. Details are still being processed but it should be complimentary to the Newport Events.

On June 22 there will be a Newport downtown celebration. They are planning on a film at dusk, along with a speaker series and workshops. There will be a gala/cocktail reception at Ft. Adams, date is to be determined. They are currently getting pricing from caterers and would like to keep the ticket prices affordable for all. Ms. Sheridan said they are working on resolving the "bank" issue (where do the deposits come from, who will collect the money, etc.). They are looking for suggestions for the guest list and also ideas of how to best spread the word of these events.

The Newport County Chamber of Commerce recently held an informational breakfast for the America's Cup. Ms. Sullivan said it went well and she had very positive feedback from the business community.

Mr. Read said that on March 30th there will be 450 seats available at the Jane Pickens Theater for an update from Tom Ehman, Golden Gate Yacht Club Director/Principle of the Oracle Racing Team. He will be speaking on the behalf of the America's Cup World Series and showing never before seen footage. Tickets are available at www.sailnewport.org. It will start at 6:30 p.m.

Ms. Sullivan stated that the Newport County Chamber of Commerce will have a presence at Fort Adams during the races with various members from throughout the state representing their business attractions and towns.

Logistics

Ms. Howington was not in attendance for the last Logistics Subcommittee meeting so Mr. Harden gave an update. They are working on a plan for moving the containers from Quonset to Newport. There are questions regarding the route involved for this project. There will be 85 containers and it will probably take two days to complete. Satellite parking was discussed with RI Department of Transportation. They will be meeting with bus and water taxi companies to discuss the shuttling of visitors.

Ms. Howington said that the hospital would like to have a tent for first aid. She also has some Salve Regina folks that would like to volunteer for the Exploration Zone. There are 5-6 task forces working on the logistics that could use more volunteers from different communities that will be impacted by the events. Ms. Howington had met with water shuttle and bus companies and they're trying to arrange the most efficient way to get people to their destinations (America's Cup Events, flower show, etc.). Ms. Howington inquired about the number of attendees along with the ticketing process. Ms. Maffei Plowden replied that they should have that information in approximately two weeks.

Environmental/Sustainability

Ms. Coit gave the update for this committee; she said that Sailors for the Sea is very engaged with this event and has a checklist of best management practices. They are working on promoting the "greenness" of this project and setting the gold standard for future events. They are working on a greener park facility by implementing such changes as replacing old light bulbs with new LED bulbs. Recycling, composting, reduced energy usage and using locally sustainably harvested foods will all be the goal of this committee.

Mr. Dias gave an update on improvements within the park. He said the park is currently under construction so that new electrical service can be run to the docks. Marine grade pedestals will be added to the docks along with water lines to the back side of the parking lot so all teams can have water and electrical access at their event tents. This is scheduled to be complete the first week of May. New docks and driver piles will be added and the completion is expected the beginning of May. May 15th is the completion date for all improvements.

Marine Affairs

Mr. Keyworth noted that this subcommittee hasn't met since the last board meeting but there is a meeting following in a few days. They will accelerate the schedule for this group to twice a month.

Marketing and Public Relations

Mr. Smith discussed the RIEDC sponsored luncheon in at the New York Yacht Club in New York City with various travel writers. The focus of this gathering was the America's Cup Events.

Mr. Smith thanked Ms. Kim Cooper and Mr. Tom Shevlin for their help in targeting the marine trade people and getting information out to these folks. Ms. Cooper hopes to have a marine information bulletin by the end of next week.

Mr. Smith brought up the topic of social media. It is important to stay within the boundaries of the ACEA and comply with the ACWS affiliation. Ms. Stephanie Martin, Chief Communications Officer, will be in Rhode Island the end of March and Mr. Smith hopes to get a better idea of the insights of the boundaries of social media.

Mr. Smith asked for updates from other subcommittees so that they can assist and supplement their efforts. He announced that the Herreshoff Museum will be having a Hall of Fame Event at The Marble House on June 29, 2012.

Mr. Read gave some updates of the overall event. June 23 through July 1 is the date of the entire event. June 23 through June 26 will be free of charge practice racing days. There will be a youth regatta on June 26 and the actual racing will begin June 27. There will be ten teams and twelve boats, Oracle and Sweden each having two boats. The racing will occur right off of Fort Adams State Park and there will be bleachers at the end of the point for the best viewing vantage. There will also be beer gardens, food and soda vendors, and a big screen monitor to watch the racing. Racing will be from 2:00 p.m. - 5:30PM. Tickets should be going on sale within the next few weeks.

Ms. Coit stated that we are currently working on an agreement for use of the land by the Eisenhower House.

4. QUESTIONS AND DISCUSSIONS

The question of rest room facilities was addressed; there will be several rented facilities throughout the park. Also, it was mentioned that we are in communication with Verizon for enhanced cell phone capability/sponsorship.

Ms. Sheridan inquired about the RFP for catering. Ms. Maffei Plowden is currently in charge of this.

Mr. Gineo brought up the lack of signage at Ft. Adams and stated that his company would like to help subsidize this. Mr. Read suggested he speak to Mr. Joe Dias regarding this matter.

A guest asked about a public safety and security work group. Mr. Harden will look into this. Mr. Read suggested making this a task force of the Logistics or Marine Affairs Subcommittee.

Mr. Smith and Ms. Sheridan announced that the auditions for The X-Factor will be held in May/June in Providence. They're hoping that the celebrities from this show will attract local and national media.

The Providence/Newport ferry was discussed. Mr. Read will work with interstate navigation. He said the key to making this worthwhile is to have a fast boat, 30 or more knots. Mr. Harden has discussed this matter with the ferry owners but they are afraid to commit until they have an estimated number of attendees.

5. CLOSING REMARKS

Mr. Read made a motion to adjourn at 3:55 p.m. Mr. Plumb seconded this motion, all were in agreement.

The next meeting will be March 23, 2012 at 3:00 p.m.