

AMERICA'S CUP WORLD SERIES HOST COMMITTEE

MEETING OF HOSPITALITY AND EVENTS SUBCOMMITTEE

PUBLIC SESSION

MARCH 9, 2012

A meeting of the America's Cup Hospitality & Events Subcommittee was on held Friday, March 9, 2012 at 2:00 p.m., at the Newport Police Station, 120 Broadway, Newport, Rhode Island.

Subcommittee members present: Ms. Martha Sheridan (Co-Chair), Ms. Jody Sullivan (Co-Chair), Mr. Andrew Nota, Ms. Patricia Yeoman, Ms. Susan Maffei Plowden, Mr. Robert Spagnolo, Ms. Diane Mederos, Mr. Lynn Singleton, Mr. Shawn Brown, Ms. Alison Eichler

Also Present: Ms. Ann Sweeny and Ms. Kathleen Papp, Newport County Chamber of Commerce; Mr. Stephen Hourahan, Governor Chafee's office; Ms. Kimberley Little, representing Newport Film

CALL TO ORDER AND OPENING REMARKS

Ms. Sullivan called the meeting to order at 2:05 p.m.

APPROVAL OF MEETING MINUTES FROM FEBRUARY, 23, 2012

A motion made and seconded to approve the minutes of the February 23, 2012 Subcommittee meeting. Motion carried.

Ms. Sullivan indicated that a calendar of events had been forwarded to all committee members. She reported that the informational breakfast last week was a great success, and that it enabled them to reach out to businesses and the general public to promote the upcoming events.

The Task Forces of the Hospitality & Events Subcommittee reported as follows:

Downtown Event

Mr. Spagnolo reported that Mr. Bart Dunbar was willing to forgo payment by the committee for use of his property for this event and that perhaps some sponsor space could be rented in return. Ms. Plowden stated that she would speak with Mr. Dunbar.

Ms. Sullivan stated that the Film Festival had been working with the committee, but that there would probably be a cost of a few thousand dollars to cover the price of equipment for the Friday night event. She noted that discussions would continue.

There was also discussion regarding the Navy Band doing a concert at one of the parks, and the opportunity for possible sponsorships was discussed.

Ms. Sullivan noted that part of the idea for this event was to promote a “party atmosphere” and that they continued to look for a free, municipally owned venue. She added that an outdoor film would be great. Locations such as Queen Anne’s Square and King’s Park were discussed as possibilities, as well as Aquidneck Park. The idea of doing two different types of entertainment on the same evening and the importance of keeping this a free event were discussed at length.

There was discussion regarding the possibility of having a boat in the harbor on June 22nd as part of the downtown celebration; Ms. Plowden noted that this would depend on the schedule but that she would put the request in. The idea of getting a speaker for the evening was also raised.

Ms. Sullivan indicated that she would try to get some of these questions answered before the next subcommittee meeting.

There was discussion regarding getting some food vendors to sell their wares during this event, particularly trying to get different cuisines from the represented sailing teams.

Gala/Fundraiser

Ms. Sullivan reported that they had gotten direction from the America’s Cup Event Authority that they would like this event to be held in May during the time the races are being held in Italy as they would be able to screen “never before seen” footage of the races there. The dates would be sometime between May 12 to May 20, 2012.

She went on to explain that the Eisenhower House was available on the weekend and it might be possible to keep the ticket price to \$100. The 18th and 19th of May appeared to be the optimal dates for the event, which would probably feature an outdoor tent. It was suggested that a weekend date might be difficult during this busy season, and that the sub group would work out a budget. Extras such as décor, invitations and entertainment were mentioned, and the possibility of securing a celebrity from NBC Ten to emcee was also discussed.

Ms. Plowden is to ascertain if this event could be considered for a sponsorship opportunity. Other funding suggestions included a raffle.

It was suggested that the committee consider the north lawn of Ft. Adams which would reduce the cost. Ideas for targeting invitees were discussed, such as placing ads and

working with media partners, Rhode Island Monthly magazine, radio stations and Newport Life Magazine.

Discussion ensued as to who would be responsible for securing liability insurance for the event, with the consensus being that the Rhode Island Economic Development Corporation (RIEDC) should be signing any contracts.

A strategy to market the events being planned by this committee was discussed; Ms. Plowden stated that a marketing plan was being developed next week with RIEDC.

Speakers Series

Ms. Yeoman reported that Mr. Stan Honey had agreed to a speaking presentation at 41 North on May 22, 2012. Details were being worked out as to refreshments, emcee, etc. There was discussion as to ways to attract others to this event.

Ms. Yeoman noted that there was discussion in her sub group concerning securing additional speakers during the week of the regatta, adding that they were looking into the availability for that week. It was also noted that the Rhode Island Marine Trade Association expressed a willingness to work with the subcommittee on this, and the idea to have other speakers, such as former America's Cup participants, boat building companies, etc. was also being explored. A tie in to yacht clubs throughout the State was also being looked at.

Ms. Yeoman stated that she is awaiting direction from the America's Cup World Series Host Committee and the Newport County Chamber before proceeding.

South County Event

Mr. Nota updated the committee on the event in South County, noting that he would have many of the details ironed out within the next two weeks and would report back.

Visitors Center

The Newport County Chamber of Commerce is working on notifying hospitality members of the opportunity to promote their businesses via rack cards and brochures to be displayed during the races in a 10 X 12 tent on the grounds of Fort Adams. It was noted that there would be a need to help staff this with volunteers.

A recommendation was made to approach the RI Department of Environmental Management and The RI State Parks Department to provide their materials as well.

CLOSING REMARKS AND ADJOURNMENT

The next meeting of the Hospitality and Events Subcommittee is planned for Friday, March 23rd, at 2:00 p.m. with the location to be determined. It was noted that the America's Cup World Series Host Committee was scheduled to meet on March 23rd at 3:00 p.m. at Newport City Hall.

A motion was made to adjourn the meeting at 2:50 p.m. Motion was seconded, all in favor.

approved