

**AMERICA'S CUP WORLD SERIES HOST COMMITTEE**  
**MEETING OF MARKETING AND PUBLIC RELATIONS SUBCOMMITTEE**  
**PUBLIC SESSION**  
**FEBRUARY 29, 2012**

The America's Cup World Series Host Marketing and Public Relations Subcommittee met on Wednesday, February 29, 2012, in Public Session, beginning at 3:30pm, at the offices of Newport & Bristol County Convention & Visitors Bureau, 23 America's Cup Avenue, Newport, RI 02840 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.

**SUBCOMMITTEE MEMBERS PRESENT:** Mr. Evan Smith (Chair), Ms. Geremie Callahan, Mr. Quentin Chafee, Mr. Paul Fleming, Mr. Geoff Grout, Mr. Rick Nagele, Mr. Ken Shane, Mr. Tom Shevlin, Ms. Kim Cooper

**RHODE ISLAND ECONOMIC DEVELOPMENT CORPORATION STAFF PRESENT:** Ms. Melissa Chambers

**AMERICA'S CUP EVENT AUTHORITY STAFF PRESENT:** Ms. Susan Maffei Plowden

**OTHER GUESTS ATTENDING:** Ms. Kathryn Farrington, Ms. Annie Everson

1. CALL TO ORDER AND OPENING REMARKS

The meeting was called to order at 3:33 p.m. by Chairman Evan Smith.

2. APPROVAL OF THE MINUTES OF THE MEETING HELD ON FEBRUARY 13, 2012

The meeting minutes from the February 13, 2012 meeting were reviewed by committee members. Two small corrections were noted. Mr. Shane made a motion to approve the minutes with the two corrections noted. Mr. Nagele seconded the motion. The motion passed unanimously.

3. REVIEW OF PUBLIC RELATIONS EFFORTS TO DATE

Mr. Smith led a discussion about the many media clips that have been provided since the announcement in August. Ms. Chambers reported on the Media Luncheon that was held in New York City, February 29<sup>th</sup>, organized by Rhode Island Economic Development Corporation (RIEDC). Over 56 journalists attended the event held at the New York Yacht Club in New York City. Ms. Plowden reported that we need to assist the America's Cup Events Authority (ACEA) by providing them with interesting information that they can use to enhance the Newport section of their website. Mr. Shane commented on the various social media efforts to promote the event to date. Discussion followed about Facebook, Twitter and Pinterest.

4. UPDATE ON NEW RESOURCES AVAILABLE FROM AMERICA'S CUP EVENT AUTHORITY

Ms. Plowden reported that she has requested updated media info from ACEA headquarters in California. We can expect updated information on media services, content sharing and a full press kit very shortly.

5. UPDATES FROM OTHER ACWS SUBCOMMITTEES

Mr. Smith sent an email to other ACWS host committee chairs seeking updates that we may be able to promote at this time. As of this date he did not receive any updates. Discussion followed about developing a comprehensive list of events and timelines that are happening locally to promote the ACWS event in Newport.

6. NEW ACTION STEPS FOR COMMUNICATIONS TO LEISURE PUBLICATIONS, TRAVEL TRADE PUBLICATIONS AND MARINE TRADE PUBLICATIONS

Ms. Chambers reported that RIEDC will be following up with all the writers that attended the New York media luncheon.

Mr. Shevlin and Ms. Cooper reported on their efforts to distribute information to the Marine Trades, targeting marine related businesses, yacht clubs, harbormasters, Rhode Island Department of Environmental Management, Pilots Association, Rhode Island Marine Trades Association, sailing associates, tour boats and fisherman.

7. OTHER COMMENTS:

Mr. Nagele gave an update on construction work at Fort Adams. He requested that Fort Adams staff be kept up to date on all new developments concerning the ACWS events.

Mr. Fleming suggested an idea that perhaps the empty retail space at the former Gap store could be used to promote the ACWS event. Mr. Fleming also briefed committee members that the Herreshoff Marine Museum in Bristol, RI, is planning a significant event at the Marble House on June 29, 2012.

8. ADJOURNMENT

A motion to adjourn the meeting at 5:00 p.m. was made by Mr. Fleming and seconded by Mr. Chafee.

Mr. Smith will contact all members with the date of the next sub-committee meeting.