

AMERICA'S CUP WORLD SERIES HOST COMMITTEE
MEETING OF COMMITTEE MEMBERS
PUBLIC SESSION
MARCH 23, 2012

The America's Cup World Series Host Committee met on Friday, March 23, 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. Quentin Chafee, Ms. Janet Coit, Cpt. Paul Costabile, Ms. Alison Eichler, Ms. Peggy Forbes, Mr. Jay Gowell, Mr. Geoff Grout, Mr. Bill Harsch, Mr. David Holley, Mr. Stephen Hourahan, Ms. Jane Howington, Mr. Dyer Jones, Mr. Bruce Keiser, Ms. Donna Kelly, Mr. Mike Keyworth, Mr. Jack McVicker, Mr. Richard Morrison, Mr. Rick Nagale, Mr. Bill Plumb, Mr. Robert Roccio, Ms. Martha Sheridan, Mr. Evan Smith, Mr. Keith Stokes, Dr. Robin Wallace, Mr. Harry Winthrop, Mr. William Clark

The following Board Members were absent: Mr. Edward Burman III, Ms. Trudy Coxe, Mr. Eli Dana, Mr. David Elwell, Mr. Halsey Herreshoff, Mr. Colin Kane, Mr. John Klimm, Mr. Richard Licht, Mr. Howard McVay, Ms. Diane Mederos, Mr. Terry Nathan, Ms. Jody Sullivan

Also in attendance was Governor Lincoln Chafee, Ms. Susan Maffei Plowden, Mr. Tom Hipkins, Ms. Nancy Deutsch, Ms. Lori Bassett

CALL TO ORDER AND OPENING REMARKS

Mr. Read called the meeting to order at 3:07 p.m. He gave a special thanks to Governor Chafee for attending.

APPROVAL OF MINUTES FROM MARCH 9, 2012 MEETING

A motion was made to approve the minutes from the March 9, 2012 meeting. Mr. Plumb seconded the motion, all were in favor.

GENERAL DISCUSSION

Governor Chafee spoke briefly about his tour of Ft. Adams. There is much progress being made, on time and within budget at the Fort. He is pleased with the progress of the event.

Mr. Read asked everyone at the table to introduce themselves and thanked them for their time.

Mr. Read announced that Tom Ehman of the Golden Gate Yacht Club will be a guest at the presentation being held March 30, 2012 at the Jane Pickens Theater. Mr. Read called this an "infomercial for the America's Cup". There will also a live broadcast with Puma Ocean Racing at this time. Tickets are available at www.sailnewport.org.

Mr. Read turned the meeting over to Ms. Maffei Plowden. She reported that the infrastructure is on track and that merchandise will be on sale next week at Team One Newport.

Mr. Hipkins noted that a press release will be on the way regarding NBC Channel 10 regarding sponsorship. He will be reaching out to local businesses regarding hospitality packages. There are other deals in the works regarding sponsorship. The corporate hospitality brochure has been distributed. The ticketing distributor will be secured soon. Pricing has still not been set but Mr. Hipkins said the average cost is probably going to be \$20 general admission, \$50 reserved. There will be an online platform along with local box offices for ticket sales.

Subcommittee reports followed.

Environmental/Sustainability

Ms. Coit reported that this subcommittee met earlier in the week at RI DEM. World Oceans Day is June 8, 2012. This group is moving along nicely.

Marketing/Public Relations

Mr. Smith said they haven't meet since the last board meeting as they are waiting for Stephanie Martin from the America's Cup Event Authority; she will be arriving shortly to meet with this group. Mr. Smith handed out a draft of the flyer that will be circulated to the public for info regarding maritime issues and the America's Cup.

Marine Affairs

Mr. Keyworth thanked Ms. Cooper and Ms. Maffei Plowden for their work on the previous mentioned flyer. He mentioned some changes that will need to be made. The end result will be one page, two sided. The next meeting of the Marine Affairs Subcommittee will be April 9, 2012.

Exploration Zone

Ms. Kelly reviewed exhibits that they are planning with Healthy Oceans and Sailors for the Seas. They will also be spotlighting the history of the race. Mr. Jones said the Herreshoff Marine Museum hopes to do a smaller version of the America's Cup Hall of Fame during the races at Ft. Adams. June 26th will be the Youth Regatta, all are welcome.

Events and Hospitality

Ms. Sheridan said this subcommittee is focusing some key events:

- June 22, 2012 in downtown Newport there will be a celebration. They hope to have the US Navy band, a movie indoors or outside and other events for visitors.
- May 18, 2012 there will be a gala on the north lawn of Ft. Adams from 6:00 p.m. to 9:30 p.m. This event will showcase the Venice events taking place at the time. Invites will be via email and the ticket price will probably be \$125 all inclusive.
- June 21, 2012 a regatta of the classic yachts in South Kingstown.
- There will also be an event in Jamestown, details to follow.
- The marine companies in Melville are meeting this week to discuss a possible program or event to highlight the local marine industry.

Logistics

This committee met last week. They are working on transportation of the containers and hope to keep the public informed of the status of their transport so it will not have a negative impact

on the community. The parking issues are being resolved, per Ms. Howington, with the bridge off-ramp areas being a major resource for satellite parking. Signage needs to be in place so that visitors don't get directed to the wrong event. Several public safety representatives will be forming a task force to address this safety issues. Ms. Howington said that the St. Patrick's Day parade served as a help to address problems that might arise during the ACWS events. She feels the days of June 29-31 will be the highest attended and will require additional shuttles, volunteers, parking, etc.

Mr. Harden mentioned that there is are RFP's for the event coordinator, security firm, and porta-johns. They are also working on a marketing plan regarding the promotion of this event.

Mr. Rocchio of the RI Dept. of Transportation stated that the Welcome to Rhode Island signs will be reading "Home to the 2012 America's Cup World Series Championship/Newport". This should be in place by the end of March.

QUESTIONS AND ANSWERS

Governor Chafee inquired about the cost for the shuttles and parking. Ms. Howington said this is in the hands of the ACEA. Mrs. Howington and Mr. Harden hopes the parking fee will include bus and water taxi as one transaction.

Governor Chaffee asked if there will be private vendors with their own parking. Ms. Howington said there probably will be, but the larger parking areas will be sponsored by this committee.

Mr. Keiser asked if the race boats will be practicing on their own prior to the races. Mr. Read said they will not be on the water until the Wednesday before the first Saturday of the races, but there will be other events in progress if visitors want to see sailing.

Mr. Hipkins and Mr. Read discussed packaging of transportation and the various options. Mr. Stokes suggested that we provide up front direct discounts for offsite satellite parking so that visitors take place of the distant parking sites. The environmental benefits of public transportation should also be emphasized.

Ms. Howington suggested that the merchants validate parking tickets to help boost local business. Mr. Read will discuss this with Ms. Sullivan.

Mr. Bruno Troublé from Louis Vuitton was introduced and gave an update on the events from his aspect of the event.

Mr. Clark asked about upcoming dates. Mr. Read said that everything will be posted on the website, www.americascup.com/newport.

CLOSING REMARKS AND ADJOURNMENT

A motion to adjourn was made at 3:50 p.m., seconded by Mr. Plumb, all were in favor.

The next meeting of the ACWS Host Committee will be April 13, 2012.