

AMERICA'S CUP WORLD SERIES HOST COMMITTEE
MEETING OF ENVIRONMENTAL/SUSTAINABILITY SUBCOMMITTEE MEMBERS

PUBLIC SESSION

APRIL 4, 2012

The America's Cup World Series Host Environmental/Sustainability Subcommittees met on Wednesday, April 4, 2012, in Public Session, beginning at 4:00 p.m., at the Newport Police Station, Newport, RI pursuant to notice of the meeting to all subcommittee members, and public notice of the meeting, a copy of which is attached hereto.

In Attendance: Ms. Annie Brett (Co-Chair), Ms. Lauren Carson, Mr. Ron Gagnon, Mr. Kyle Hence

APPROVAL OF MINUTES FROM MARCH 19, 2012

A motion was made to approve the March 19, 2012 meeting minutes. The motion was seconded, all were in favor.

GENERAL DISCUSSION

Mr. Gagnon reported on his visit to Newland Farm Compost, a composting facility located in Norton, Massachusetts and meetings with PF Trading. The Newland Farm facility was confirmed to be legally and functionally able to handle organic waste for the America's Cup World Series Events, and PF Trading can haul from Newport. The facility can handle compostable, but not biodegradable service ware. All agreed that this seems to be the best option for composting for the event. Ms. Brett will connect with Ms. Jill Eagleson and Ms. Susan Maffei Plowden from the America's Cup Event Authority and with Mr. Gagon for follow up.

Ms. Brett asked about levels of contamination that can be handled by the Newland Farm facility; answer was not known. There was a discussion of the need for volunteers/a green team to ensure that waste is properly disposed of on site.

Ms. Brett reported that proposals for potential outreach events are still being submitted, and there will be further discussion of this at the subcommittee meeting next week.

World Oceans Day is June 8th; there was talk of doing a sustainability related event around this day. Ms. Brett and others will create a proposal to be discussed at the next meeting.

Mr. Hence reported on Sustainable Aquidneck's idea for a solar and bike powered demonstration tent to be part of the Exploration Zone. The unit could produce 2500 watts, and would be mainly for educational purposes. They are seeking funding for this, and are open to ideas on directions for this.

The subcommittee moved into a discussion on sustainability messaging for the event, and how to promote the actions being taken to viewers. Ms. Carson brought up the possibility of giving information to people when they purchase tickets via the website.

Ms. Brett would like idea to incentivize people to bring reusable bottles, use bikes, etc. There was discussion of how to get this message out, possibility of a press release with DEM etc., maybe around World Oceans Day?

A follow up needs to be done with Bike Newport to see if they have gotten anywhere on the bike valet idea.

Ms. Carson brought up the possibility of sending letters to the editor to spread the word.

In general, the group needs to come up with press strategy around sustainability for the event. Ms. Brett and others will work on this, to be discussed in more detail at next meetings.

Mr. Gagnon has been working on a DEM voluntary certification for green events; there may be some way to include this event.

CLOSING REMARKS AND ADJOURNMENT

The meeting was adjourned at 5:00 p.m. The next meeting will be April 25, 2012 at 9:30 a.m. at the Newport Police Station.