

**AMERICA'S CUP WORLD SERIES HOST COMMITTEE**

**MEETING OF COMMITTEE MEMBERS**

**PUBLIC SESSION**

**APRIL 13, 2012**

The America's Cup World Series (ACWS) Host Committee met on Friday, April 13, 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 America's Cup World Series Host Committee), Mr. Shawn Brown, Mr. Edward Burman III, Ms. Alison Eichler, Ms. Peggy Forbes, Mr. Jay Gowell, Mr. Geoff Grout, Mr. Halsey Herreshoff, Mr. Stephen Hourahan, Ms. Jane Howington, Mr. Dyer Jones, Mr. Michael Keyworth, Mr. Mack McVicker, Mr. Rick Nagale, Mr. William Plumb, Mr. Evan Smith, Mr. William Clark, Ms. Jody Sullivan, Dr. Robin Wallace, Mr. Harry Winthrop

The following Board Members were absent: Mr. Christopher Boyle, Mr. Quentin Chafee, Ms. Janet Coit, Cpt. Paul Costabile, Ms. Trudy Coxe, Mr. David Elwell, Mr. Bill Harsch, Mr. David Holley, Mr. Colin Kane, Ms. Donna Kelly, Mr. Mike Lewis, Mr. Richard Licht, Mr. Howard McVay, Ms. Diane Mederos, Mr. Terry Nathan, Ms. Martha Sheridan, Mr. Lynn Singleton, Mr. Keith Stokes, Mr. John Klimm

Also in attendance was Ms. Susan Maffei-Plowden (ACWS Event Authority), Mr. Bob Basche (ACWS Event Authority), Mr. Joseph Dias

**CALL TO ORDER AND OPENING REMARKS**

Mr. Read called the meeting to order at 3:00 p.m and thanked everyone for coming. Everyone at the table introduced themselves.

**APPROVAL OF MINUTES FROM MARCH 23, 2012 MEETING**

Mr. Read made a motion to approve the minutes of the March 23, 2012 meeting. Mr. Plumb seconded the motion, all were in favor.

Mr. Read thanked Mr. Evan Smith and his team along with the staff of OceanCliff for the great job they did at the Media Breakfast held on April 11, 2012. The breakfast was followed up by a tour of Ft. Adams.

Mr. Read asked Ms. Maffei Plowden to give an update on ACWS Events. She went over the schedule changes for the June Events. Thursday through Sunday will be official race days which will be ticketed. Currently there are nine teams and eleven boats. Mr. Read introduced Mr. Bob Bashé. Mr. Bashé will be taking the place of Mr. Tom Hipkins who is no longer with the ACWS Event Authority.

Updates from the various subcommittees were given.

### **Exploration Zone**

Ms. Kelly was unable to attend the meeting so Mr. Read gave the update for the Exploration Zone Subcommittee which had met the previous week. Mr. Read gave special thanks to Eleventh Hour Racing; they will be funding the tent and the audio visual needs for the Exploration Zone Exhibit to be held at Ft. Adams. URI will have 14 interactive displays during the races.

### **Marketing and Public Relations**

Mr. Smith's subcommittee has met twice since the last committee meeting. They spoke with Ms. Jane Eagleson, the new ACWS Communications Director, during the March 29<sup>th</sup> subcommittee. Ms. Eagleson made the suggestion of the media breakfast during that meeting so that they could tie in with the races taking place in Naples.

This group will meet again on April 25, 2012.

### **Logistics/Parking**

Ms. Jane Howington said that getting an event coordinator is the biggest hurdle they are facing at this time. They are looking at a parking app for smart phones, and are working with Bed & Breakfasts' to rent bikes to locations such as Perotti Park.

Mr. Harden said there has been one response to the RFP for an event coordinator. Buses and portajohns are out to bid and security companies will be addressed shortly. RFP's are available at [www.riedc.com](http://www.riedc.com). They are also listed in the Providence Journal per Ms. Sherri Carrera. Mr. Harden has received quotes for shipping the containers. Banners to be placed on the utility poles in Newport are also in the process of being quoted.

### **Events and Hospitality**

Ms. Sullivan went over the various events taking place around the dates of the races. Ms. Maffei Plowden hopes these events will draw visitors into the city. Mr. Read asked about the official opening of the races and when this will take place. This is yet to be determined. He suggested having this at Washington Square.

Friday night, June 8<sup>th</sup>, there will be a cocktail reception/dance to celebrate the races. This was originally planned for June 9<sup>th</sup> but needed to be rescheduled due to availability of Ft. Adams.

Ms. Maffei Plowden will work with Ms. Sullivan to get upcoming events posted on the America's Cup website.

### **Marine Affairs**

Mr. Keyworth gave an update on his subcommittee. They have been waiting for the flyers to be approved by the ACWS Event Authority. Mr. Read said that just came through. The safety zone is still in the hands of the Coast Guard. They currently have seven of the eight stake boats needed.

Ms. Sullivan asked about weather/wind change notifications. Mr. Read said there will be options when it comes to this issue.

### **GENERAL DISCUSSION**

Mr. Read praised Ms. Kim Cooper for the creation of the volunteer webpage. Finalization and improvements are being finalized by Ms. Maffei Plowden and Mr. Bashé. This will be in an interactive form and will be linked to the America's Cup website.

Mr. Read stated that there are at least three substantial sponsors that are currently “in legal”; they hope to announce them in the near future.

VIP boxes are still available but are going quickly. Mr. Bashé is working on shoulder program concepts with NBC. They will be getting promotional spots; he is working specifically on one with The Today Show.

Mr. Jones announced that there will be three new inductees to the America’s Cup Hall of Fame. There will be an induction ceremony June 29, 2012 at the Marble House in Newport.

#### QUESTIONS AND ANSWERS

Mr. Smith inquired about wireless internet throughout the city. Ms. Howington and Ms. Maffei Plowden are working on this along with Mr. Dias.

Mr. Dias gave an update on the infrastructure updates. He hopes to have all construction complete by May 15, 2012. Also, the Department of Environmental Management has been given a ferry as a gift from RI Public Transit Authority. The ferry will be available within the next few days.

Mr. Read mentioned that improvements to the Ft. Adams infrastructure have brought in more interest from other regattas and yacht clubs that are hoping to host future events at the fort. This will enable them to dock their boats at one central location rather than various docks around the town.

#### CLOSING REMARKS AND ADJOURNMENT

Mr. Read made a motion to adjourn the meeting at 4:45 p.m. Mr. Plumb seconded the motion, all were in favor.