

**AMERICA'S CUP WORLD SERIES HOST COMMITTEE**  
**MEETING OF MARKETING AND PUBLIC RELATIONS SUBCOMMITTEE**  
**PUBLIC SESSION**  
**May 9, 2012**

The America's Cup World Series Host Marketing and Public Relations Subcommittee met on Wednesday, May 9, 2012, in Public Session, beginning at 9:00 a.m., at the offices of Newport & Bristol County Convention & Visitors Bureau, 23 America's Cup Avenue, 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, as required by the By-Laws of the Corporation and applicable Rhode Island law.

**SUBCOMMITTEE MEMBERS PRESENT:** Mr. Evan Smith (Chair), Ms. Geremie Callaghan, Mr. Paul Fleming, Mr. Geoff Grout, Mr. Ken Shane, Mr. Rick Nagale, Ms. Kim Cooper

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

**OTHER GUESTS ATTENDING:** Ms. Kathryn Farrington, Ms. Tina Dolan

**CALL TO ORDER AND OPENING REMARKS**

The meeting was called to order at 9:05 a.m. by Chairman Evan Smith.

**APPROVAL OF MINUTES FROM APRIL 25, 2012**

The minutes from the April 25, 2012 meeting were approved with minor grammatical changes.

**GENERAL DISCUSSION**

Mr. Fleming briefed the committee on the development of four promotional banners to be displayed at TF Green Airport. The banners will be free standing and will be located in front of the four large columns within the airport concourse.

Ms. Chambers reported that RIEDC plans to release most of the final event information by Friday, May 11. She also reported that the Providence Journal and the Newport Daily News both have special summer vacation guides coming out before Memorial Day that will contain all the America's Cup World Series (ACWS) information. The Newport Daily News also plans to run ACWS stories daily from June 15<sup>th</sup> through the event. Some interviews will be conducted from the Venice event.

Mr. Smith briefed the committee on the feature cover story in the US Airways in-flight magazine. This article is included in all their domestic and international flights. He also

briefed the committee about the importance of educating the local community about the event details including hotels, inns, restaurants, shops, and attractions statewide.

Invitations will be circulated next week for the Opening Gala on June 8<sup>th</sup>. This will be a public event with tickets priced at \$125 per person.

Ms. Cooper briefed the committee that the Marine Guide will go to press next week for circulation to the yachting community. She also is working to promote the Exploration Center being developed by Ms. Donna Kelly and the URI Graduate School of Oceanography as part of the festival at Fort Adams.

Mr. Shane informed the committee that Congressman David Cicilline plans to attend the America's Cup host committee meeting on Friday, May 11.

#### CLOSING COMMENTS AND ADJOURNMENT

A motion to adjourn was made at 10:00 a.m. The motion was seconded, all were in favor.

The next AC marketing and PR committee will be held on Wednesday May 23 at 3:00 p.m.