

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

**MEETING OF MARKETING AND PUBLIC RELATIONS SUBCOMMITTEE**

**PUBLIC SESSION**

**May 30, 2012**

The America's Cup World Series Host Marketing and Public Relations Subcommittee met on Wednesday, May 30, 2012, in Public Session, beginning at 3:00pm, 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), Mr. Brad Read, Mr. Rick Nagale, Mr. Geoff Grout, Mr. Paul Fleming, Ms. Tina Dolen, Mr. Ken Shane, Ms. Kim Cooper, Ms. Kathryn Farrington

ACEA Staff: Ms. Susan Maffei Plowden

RIEDC Staff Present: Ms. Judy Chong, Ms. Melissa Chambers

Other guests attending: Ms. Annie Colella, Ms. Andrea McHugh, Ms. Alyson Pangakis

**CALL TO ORDER AND OPENING REMARKS**

Mr. Smith called the meeting to order at 3:05 p.m.

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

The minutes from the committee on Wednesday 23, 2012 were circulated and reviewed. A motion to approve the minutes was made by Ms. Kim Cooper and seconded by Mr. Rick Nagale. The motion to accept the minutes as written passed unanimously.

**GENERAL DISCUSSION**

Ms. Maffei Plowden briefed the committee on ticket sales. So far over 1,500 tickets have been sold for the 4 race days. She reported that parking and Fort tours tickets are also selling. She told committee members she welcomes new ideas on how to promote ticket sales. The official program will be ready just prior to the event and will be circulated at the Fort June 23- July 1.

7,500 copies of the program are scheduled to be printed. Ms. Maffei Plowden also briefed the group about some of their media sponsorships and promotional trade options.

Ms. Chambers briefed the group that press information for the June 8<sup>th</sup> event has been circulated to statewide media. She also reported that she has the information about the June 22 activities and will have approval to release that shortly. Mr. Smith requested that those two releases be uploaded to the official Americas Cup website to help promote the activities. Ms. Chambers gave an overview of the plans for satellite parking at Newport Grand and the DOT bridge property. The fees and shuttle details have not been released yet pending vendor contract confirmation. The water shuttles will depart Perrotti Park and will cost \$10 round trip. Mr. Read encouraged all local businesses to promote the water shuttle to the fort.

Multiple committee members discussed the efforts to date to promote the event via social media. Questions about the ACEA role in social media should be directed to Ms. Sue Hawkins. Committee members are eager to assist in this area, but need more direction and content from the ACEA.

Mr. Fleming reported that four pop-up banners will be installed at T.F. Green Airport on Friday June 1. He also reported that two promotional banners are in production, one for Aardvark Antiques at the base of the Pell Bridge, and one for the Amtrak Station.

Mr. Read reported on new plans to expand the opening ceremonies on Wednesday June 27. The plan is to have an evening event at the Fort starting at 5:30 p.m. State officials and race event organizers would have brief speaking roles. A band will play music and a cash bar will be part of the entertainment package. Mr. Read is working on developing sponsorship revenue to help support the expenses for this event.

#### **CLOSING REMARKS AND ADJOURNMENT**

A motion to adjourn was made at 4:15pm

The next PR/Marketing subcommittee meeting will be held on **Wednesday June 6<sup>th</sup>, 2012 at 3:00 pm** at the Gateway Visitors Center ( 3<sup>rd</sup> floor conference room) at 23 Americas Cup Ave. Newport RI 02840.