

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

**MEETING OF EVENTS & HOSPITALITY SUBCOMMITTEE**

**PUBLIC SESSION**

**MAY 24, 2012**

A meeting of the America's Cup Hospitality & Events Subcommittee was held Thursday, May 24, 2012 at 4:00 p.m., at Rhode Island Economic Development Corporation, 315 Iron Horse Way, Providence, 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 were in attendance: Ms. Jody Sullivan (co-chair), Ms. Martha Sheridan (co-chair), Mr. Paul Harden (Exec. Director, America's Cup World Series Newport) Ms. Allison Pangakis, Mr. Stephen Hourhan, Ms. Alison Eichler, Ms. Julie Andres, Ms. Wendy Mackie, Ms. Sherri Carrera, Mr. James Verity, Mr. Rick Simone, Mr. Brad Read (via teleconference)

**CALL TO ORDER AND OPENING REMARKS**

Ms. Sullivan called the meeting to order at 4:03 p.m.

**APPROVAL OF MINUTES FROM MAY 11, 2012**

Ms. Eichler made a motion to approve the meeting minutes from May 11, 2012. Mr. Hourahan seconded the motion, all were in favor.

**GENERAL DISCUSSION**

Ms. Mackie gave an update of the lecture from the previous evening; Ms. Sullivan thanked her and Ms. Tricia Yoemen for their help on this event.

The June 22<sup>nd</sup> event was discussed. Everything is confirmed for this event. Melissa Chambers will be sending out an informal press release. The local newspapers will be promoting this event also.

Mr. Read updated the subcommittee on the Exploration Zone; the opening time on June 23<sup>rd</sup> has been moved up to 10:00 a.m.

The June 8<sup>th</sup> cocktail party was discussed. The caterer has been replaced by Millonzi Fine Catering due to insurance issues.

The band for this event will be "High Definition", they are a seven piece group with a diversified playlist.

Mr. Simone introduced Mr. Jim Verity from Verity Design. He handed out a diagram of the set-up from the party. The color scheme will match the invitation with a white, blue, silver and black motif. Mr. Verity mentioned that he would like to project videos on the sailcloth tent. Mr. Read would like to discuss this in further detail as he has had issues projecting on sailcloth before. Mr. Read will supply the videos on a laptop, but a projector will be needed. Possibility of a live feed was discussed.

The expected count of this event is 300 people. There will be a separate tent for the cooking and also a small tent for registration. We will be paying Ft. Adams for utilization of their rest rooms.

Ms. Eichler displayed a sample of the gift bags that will be handed out the night of the event. It was discussed how to acknowledge the vendors that have made donations.

Mr. Simone stated that Aardvark Antiques has offered to hang a banner in front of their shop to advertise the America's Cup Events. They have also offered to loan out some of their pieces in exchange for sponsorship at the cocktail party. Ms. Sheridan will add the Aardvark logo to the invitation.

Per Mr. Simone, Jonathan Pogash, aka, "The Cocktail Guru", has offered to get himself sponsored through a liquor provider so that he could work the party and create specialty cocktails. Mr. Read reiterated that there cannot be a cocktail named after the America's Cup or there will be repercussions.

Ms. Sheridan asked about bar security. All servers are TIPS certified and insured. There will also be an Environmental Police Officer on duty.

Mr. Simone said there will be a photographer and videographer on hand for the party.

At this point, 42 tickets have been sold, 12 are still unpaid. Discounts were discussed. Working media will be allowed in for free but there will be no other discounts allowed. Military will not be discounted, nor will politicians.

The invitation has been emailed to the host committee three times; it's also being distributed through Alex and Ani, and Bella Consulting. Promoting this on the local radio/TV stations was also suggested. The invite can also be posted on personal/business websites as long as it is not modified.

Mr. Hourhan asked about the perimeter of the event and how it is controlled. This will be discussed with the DEM.

Bracelets will be handed out at the door for registration purposes.

Event proceeds for the Oliver Hazard Perry was discussed. There are many charities that would like to benefit, but it was decided that this would be the designated recipient.

Comp tickets will be given to Cox Communications, Alex and Ani, and media partnerships.

Money for this party will be accepted at the door but we will not promote this fact.

Mr. Read brought up the idea of an opening ceremony for the night of June 27. It would be a way for the city to meet and welcome the sailors and crews. Mr. Hourahan said that the RI Commodores might be interested in sponsoring a tent stocked with food and beverage; this would be open to VIP's. The Commodores are also interested in sponsoring the event on June 27<sup>th</sup>. Mr. Harden brought up the cost of public safety; this could incur costs of \$5-10K. Lighting, power, staging, AV systems were also discussed. Most of that will be in place already. This event will be open to the public.

More discussion of this event will follow off line.

A motion to adjourn was made at 5:14 p.m. All were in favor.

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