

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

**MEETING OF MARKETING AND PUBLIC RELATIONS SUBCOMMITTEE**

**PUBLIC SESSION**

**June 13, 2012**

The America's Cup World Series Host Marketing and Public Relations Subcommittee met on Wednesday, June 13, 2012, in Public Session, beginning at 3:00 p.m., at the offices of Newport & Bristol County Convention & Visitors Bureau ( DBA Discover Newport), 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. Ken Shane, Mr. Rick Nagale, Mr. Geoff Grout, Ms. Kim Cooper, Mr. Tom Shevlin, Ms. Geremie Callaghan

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

**CALL TO ORDER AND OPENING REMARKS**

Mr. Smith called the meeting to order at 3:00 p.m. All committee members were thanked for their input and commitment to assisting the America's Cup World Series (ACWS) event.

**APPROVAL OF MINUTES FROM June 6, 2012 MEETING**

The minutes from the subcommittee meeting held Wednesday June 6, 2012 were circulated, reviewed and approved without any edit changes.

**GENERAL DISCUSSION**

Committee chair, Mr. Evan Smith, gave the following updates;

1. Review of the promotional event held on June 8. Mr. Shane reported that the event was well attended. The food and music were very good. In general there was strong excitement for the upcoming racing.
2. The promotional posters and rack brochures are being circulated to area businesses at this time.

3. Mr. Smith has completed 6 industry training sessions with local hotels and has plans to do two more.

3. Plans for the expanded “opening ceremony” are coming together. Mr. Brad Read is working with the Governor’s office to determine the final speaking sequence. Welcome remarks and the introduction of the teams will be from 6:00- 6:45 p.m. There will be a special performance by Island Moving Company prior to the speeches.

5. All marketing efforts now are highlighting building ticket sales for the four race days.

### **ADJOURNMENT AND CLOSING COMMENTS**

A motion to adjourn was made at 4:15 p.m. Mr. Smith encouraged all committee members to attend the event and enjoy the festival. This was the last meeting of the marketing and PR sub-committee.