

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from May 22, 2013—3:00 pm  
Tourism Office, 330 Commercial Street**



**Members present:** Mick Rudd- Chair, Jim Bakker- Vice Chair, Hersh Schwartz, Michael Peregon, Rick Murray, Lynn Mogell, Marian Peck

**Members absent:**

**Meeting was called to order at 3:00 pm by Mick Rudd.**

**Staff:** Radu Luca, Antony Fuccillo (attending cruise symposium- Boston)

**Others:** Candice Collins-Boden

**Agenda:**

1. Public Statements—Five minutes maximum. Board members are not obligated to respond to Public Statements.

Candy- a pre-cruise ship symposium FAM trip took place on Monday and the four guests had a terrific time in Provincetown. Tony is currently at the symposium in Boston and everything is going well. We are looking for small luxury cruise ships to come to PTown and we need port security that should be ready by 2014, possibility by the end of this year. Luxury cruise ships hold about 200 people.

2. Requests: Discussion dependent. Motions may be made. Votes may be taken.

None

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3. Tourism Director's report

- A. Approval of media placements, brochures, trade shows-- Tourism Director recommends media placements, brochures and other collateral to promote and market Provincetown as a tourism destination, or town representation in trade shows. Discussion dependent. Motions may be made. Votes may be taken.

**Discussion:** Mike Peregon inquired about the balance left in the budget for photographic needs. Rick Murray suggested the VSB hired photographers to take photos throughout the summer.

- **New England Group Travel Planner:** Junior Page ad with page of editorial 5 listings in the Cape Cod Directory, PAAM, PMPM, Whydah, PT Chamber and PT Tourism Office – Digital flip magazine will including all ads – Digital Directory will include all 5 listings – Reach Group Travel Operators = Ontario, Québec, Halifax, Mid West, East Coast, Southern USA, North West.

**Motion: move to approve \$2,200 for Junior Page ad in New England Group Travel Planner for calendar year 2014.**

**Motion: Hersh Schwartz**

**Second: Mike Peregon**

**7-0-0**

**Discussion:** Marian Peck asked how a junior page looks like.

- **LA Pride is June 7-9; 2013-** we still have the opportunity to make the guide although the deadline was May 18. They will offer us a full-page ad on page 3 for \$1,800. Publication is 88 to 96 pages and has a digital component as well, which is published on the website all year long. Readership of 50,000

**Motion: Move to approve \$1,800 for a full-page ad in the LA Pride Guide 2013.**

**Motion: Rick Murray**

**Second: Lynn Mogell**

**7-0-0**

**Discussion:** Mike Peregon believes a one-shot ad needs to be followed up by a campaign directed toward LA.

Lynn Mogell believes that taking Provincetown on the road is a good idea and instructed the Tourism Director to come up with a recommendation of cities.

B. VSB Administration:

- **Community Marketing & Insights:** Membership renewal for LGBT marketing to consumers globally – Received a \$1,000 cost reduction

**Motion: Move to approve \$1,500 for CMI July 2013 – June 2014 membership.**

**Motion: Hersh Schwartz**

**Second: Rick Murray**

**7-0-0**

**Discussion:** Lynn Mogell- asked whether this would come out of the FY13 or FY14 budget.

*more*



Kevin O'Connor President Intercruise North America (Key players in international itinerary) (Opportunity for 2020).

**Discussion:** Mike believes that cruise ships are a sensitive issue and that we need to do town PR before bringing them. Afraid Provincetown would turn into Key West if larger cruise ships came to town. Mick believes we need to be informed of the kind of ships coming to town and inform the people in general. This year's Cruise Ship Symposium is a great opportunity for Provincetown because it takes place in Boston.

### **Social Media Update (Radu)**

- Radu provided a social media update

4. Board Members' Statements—comments from Board members. Discussion dependent. Motions may be made. Votes may be taken.

Mick Rudd - none

Lynn Mogell - none

Jim Bakker- none

Hersh Schwartz- none

Rick Murray- Bay State Cruise Company announced adding up a boat on Monday morning leaving Provincetown at 6:30 AM. Thanks to Mike Glasfeld and Bay State Cruise Company. Would like to discuss the possibly of bringing different LGBT, etc group tour students to Provincetown.

Mike Peregon- would like to do more advertising directed towards school groups and trips.

Marian Peck- none

5. Approval of Minutes. Motions may be made. Votes may be taken.

**Motion: Move to approve the minutes from 5.8.2013.**

**Motion: Hersh Schwartz                      Second: Rick Murray                      7-0-0**

**Motion: Move to adjourn.**

**Motion: Mike Peregon                      Second: Jim Bakker                      7-0-0**

Meeting was adjourned at 4:30 pm.

Respectfully submitted,  
Radu Luca