

**Town of Provincetown
Visitor Services Board
Meeting Minutes from June 5, 2013—3:00 pm
Tourism Office, 330 Commercial Street**



Members present: Jim Bakker- Vice Chair, Michael Peregón, Rick Murray, Lynn Mogell, Marian Peck

Members absent: Mick Rudd- Chair- excused; Hersh Schwartz- excused

Meeting was called to order at 3:00 pm by Jim Bakker.

Staff: Radu Luca, Anthony Fuccillo

Others:

Agenda:

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

None.

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

Radu Luca made a request of \$1,000 for the printing of the Seasonal Workforce Booklet.

Move to approve up to \$1,000 for the printing of the Seasonal Workforce Booklet.

Motion: Marian Peck

Second: Rick Murray

5-0-0

Discussion:

Rick Murray asked whether the Ferry section could be moved up in the booklet, possibly somewhere at the beginning of the Transportation page.

Mike Peregon is enthusiastic about this initiative and hopes for a bigger printing in the future. Tony believes this guide is a great resource and it will help both international students and residents alike.

Lynn Mogell hopes the booklet will be in color in the future.

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.

Val Marmillion from Marmillion + Co presented updates on the iPtown smartphone application, the revamped VSB logo and the international strategy (for 2020 but also general international markets). Countries and demographics to focus on moving forward: Portugal, Brazil, France, England, Netherland, Germany, and Canada, etc. Opportunity to get new audiences here with the current tour promoters that target unique destinations: i.e. Pride Cruises, etc. The other piece is targeting the students who come to the United States to study and Massachusetts is one of the top destinations. Students can learn about Provincetown, where the Pilgrims first landed, America's first destination, etc... Val was involved with the LA Olympics and they started marketing the event 7, 8 years out.

Rick Murray believes that we should have budgets for the international market and (international) FAM trips.

Lynn Mogell believes we should get the general word out about 2020 and not focused on 2020 alone.

A. Media Placement:

- **WMRD Radio:** Travel With Kal on the Bob Muscatell Show every morning at 9am – Middletown Connecticut talk radio show – Director of Tourism interviewed by Kal London on Why choose Ptown for your vacation?

B. VSB Administration:

- **International Strategy:** Staff working on the strategy and plan to present to VSB 19 June meeting – Will then work into the budget preparation along with rest of marketing. Val Marmillion outlined a strategy for an international strategy.
- **IGLTA Membership Renewal:**

Mike Peregon- the new Herring Cove bat houses are open. We should co-ordinate efforts to get the word out.

Marian Peck- none

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

Move to approve the minutes from 5.22.2013.

Motion: Rick Murray Second: Lynn Mogell 5-0-0

Move to adjourn.

Motion: Marian Peck Second: Lynn Mogell 5-0-0

Meeting was adjourned at 4:50 pm.

Respectfully submitted,
Radu Luca