

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from July 24, 2013—3:00 pm  
Tourism Office, 330 Commercial Street**



**Members present:** Jim Bakker- Vice Chair, Michael Peregón, Cathy Nagorski, Hersh Schwartz

**Members absent:** Mick Rudd- Chair- excused, Marian Peck- excused.

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

**Staff:** Anthony Fuccillo, Radu Luca

**Others:** Dana McCoy

**Agenda:**

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

Dana McCoy, videographer and filmmaker at Featherweight Productions, who is currently working on a project together with PTV, introduced herself to the Board. She would like to start a magazine for PTV about Provincetown and include the dune shacks, Provincetown events, festivals, etc. Also involved in a project for Whale Week together with the Provincetown Center for Coastal Studies.

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

Rick Murray asked the VSB to recommend to BOS to have a Provincetown Bear Week Appreciation Day, and possibly a banner to be placed on Commercial Street.

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**Move to recommend that the Board of Selectmen approve Bear Week Appreciation Day in Provincetown.**

**Motion: Rick Murray                                Second: Hersh Schwartz                                5-0-0**

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.

**A. Media Placement:**

- **iPtown:** Received 5 editorials on the app directly from the news release Wisconsin Gazette, Wicked Gay Blog, Boston.com, Out Traveler, Frontiers LA, Windy City Times
- **iPtown Collateral:** Produce 1,500 window decals \$1,440 and 500 laminated posters \$527.

**Move to approve \$1,967 plus shipping for the production of iPtown promotional collateral.**

**Motion: Mike Peregon                                Second: Rick Murray                                5-0-0**

- **FAM Wednesday June 5 – Friday June 8:** Continue to receive press from 3 of the 7 participants 11 digital editorials
- **SHE Magazine:** Place 8 quarter page print ads and 8 banner ads on SHEMAG.com linking to ptown – September through April includes 4 Provincetown editorial pages

**Move to approve \$1,350 for 8 quarter-page ads in SHE Magazine.**

**Motion: Rick Murray                                Second: Mike Peregon                                5-0-0**

**B. VSB Administration:**

- **iPtown:** Launched in both Google Play and iTunes stores
- **Tourism Office Lobby Information Center:** Installed new fixtures in the lobby
- **Provincetown on Parade:** date TBD

**Move to approve up to \$5,000 for catering services for Provincetown on Parade reception for a date to be determined.**

**Motion: Rick Murray                                Second: Mike Peregon                                5-0-0**

**Discussion:** Jim Bakker and Rick Murray believe this reception should be done right and that Staff should first check available dates at PAAM.

- **ABA Marketplace:** January 2014 registration \$1,295 and hotel \$1,008.

**Move to approve \$2300 plus travel for the 2014 American Bus Association Marketplace.**

**Motion: Rick Murray**

**Second: Mike Peregon**

**5-0-0**

- **Room Occupancy Tax:** 12 months ending 30 June 2012 = \$1,635,919 Tourism Fund \$572,572 – 12 months ending 30 June 2013 = \$1,736,596 Tourism Fund \$607,941 +6.2% (separately meals tax for 12 months ending 30 June was +9.2%)
- **Bike Committee (Mike Peregon present)** would like to have an extension on their Tourism Grant for FY14 to November 1.

**Move to extend the Bike Committee FY13 tourism grant final report deadline to November 1.**

**Motion: Hersh Schwartz**

**Second: Cathy Nagorski**

**5-0-0**

- **PBG Logo:** Erin Atwood and the PBG board are interested in using the iTown LGBT illustration for their new logo, including the new tagline America's First Destination - The PBG is no longer going to produce the Provincetown Like Nowhere Else & the map – A new directory ad book will replace it.

**Discussion:** The Board decided to table this line item.

### **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.

Cathy Nagorski – none

Rick Murray- Lily Tomlin is performing in town tonight.

Mike Peregon- none

Jim Bakker- none

Hersh Schwartz- none

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

*more*

**Move to approve the minutes from 6.19.2013.**

**Motion: Mike Peregon                      Second: Hersh Schwartz                      5-0-0**

**Move to adjourn.**

**Motion: Hersh Schwartz                      Second: Rick Murray                      5-0-0**

Meeting was adjourned at 15:40 pm.

Respectfully submitted,  
Radu Luca