

**Town of Provincetown
Visitor Services Board
Meeting Minutes from August 14, 2013—3:00 pm
Tourism Office, 330 Commercial Street**



Members present: Mick Rudd- Chair, Jim Bakker- Vice Chair, Michael Peregon, Cathy Nagorski, Marian Peck.

Members absent: Hersh Schwartz - excused

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

Staff: Anthony Fuccillo, Radu Luca

Others: Valsin Marmillion, Candy Collins-Boden

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.
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:

➤ **Marketing Overview**

Tony and Radu presented a marketing overview 2013-2014.

➤ **International Marketing Strategy (Val Marmillion)**

Val Marmillion from Marmillion + Co. presented an international marketing strategy.

➤ **501c3 (Val Marmillion)**

Val Marmillion presented guidelines and recommendations on how the 501c3 would operate.

➤ **Provincetown: America's First Destination rack card:**

Move to approve \$950 plus shipping for production of new America's First Destination rack cards.

Motion: Jim Bakker Second: Mike Peregon 5-0-0 (Rick Murray was absent for this vote)

➤ **Cape Cod Chamber Map:** Place iPtown ad on map – coop ad with Provincetown Chamber of Commerce ad

Move to approve \$600 for block ad on Cape Cod Chamber map.

Motion: Marian Peck Second: Mike Peregon 5-0-0 (Rick Murray was absent for this vote)

➤ **Cape Cod Times:** Received quote from CCT – place nine ads Sep-Dec including website leaderboard banner

Move to approve \$9,144 for nine ads Sunday Cape Cod Times from September through December.

Motion: Mike Peregon Second: Jim Bakker 5-0-0 (Rick Murray was absent for this vote)

B. VSB Administration:

Move to approve up to \$700.00 for 5-year renewal of ptowntourism.com URL and provincetowntourismoffice.com URLs

Motion: Mike Peregon Second: Jim Bakker 5-0-0 (Rick Murray was absent for this vote)

- Placing two legal ads in the Provincetown Banner for 2015 Tourism Grant Program
- Key to the Town:

Move that the VSB recommend to the BOS to approve a proclamation and Key to the Town be given to Gabby Hanna for her years of service with the Provincetown International Film Festival.

Motion: Mike Peregon Second: Jim Bakker 5-0-0 (Rick Murray was absent for this vote)

- Board of Selectmen's Forum concerning PPD 19 September: BOS have asked the Director of Tourism to be interviewed at the forum - The BOS are requesting a member of the VSB to be interviewed at the forum as well

Move to recommend that Mick Rudd – VSB Chair attend the public forum concerning the PPD and be interviewed as VSB representative.

Motion: Mike Peregon Second: Marian Peck 4-0-1 (Rick Murray was absent for this vote, Mick Rudd abstained)

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

Cathy Nagorski - none
Mike Peregon- none
Jim Bakker- none
Marian Peck- none
Mick Rudd - none

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

Move to approve the minutes from 7.24.2013.

Motion: Jim Bakker Second: Cathy Nagorski 5-0-0 (Rick Murray was absent for this vote)

Move to adjourn.

Motion: Mike Peregon Second: Marian Peck 5-0-0 (Rick Murray was absent for this vote)

Meeting was adjourned at 5:05 pm.
Respectfully submitted,
Radu Luca