

**Town of Provincetown
Visitor Services Board
Meeting Minutes from September 4, 2013—3:00 pm
Tourism Office, 330 Commercial Street**



Members present: Mick Rudd- Chair, Jim Bakker- Vice Chair, Michael Peregon, Cathy Nagorski, Hersh Schwartz , Rick Murray

Members absent: Marian Peck- excused

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

Staff: Anthony Fuccillo, Radu Luca

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.
 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.
 - **Ptown on Parade:** Val Marmillion to discuss details of taking Provincetown on the road and launching the program
-

- Page 2

Val Marmillion: we've been talking about having socials in different towns, but now that iPtown has been released we can have 'friends of Ptown' hold receptions and social gatherings with and for people accustomed to coming to Ptown, especially from key markets such as: Miami, Chicago, Ft Lauderdale, Atlanta, NYC, etc. Staff and PR Firm could give them a pattern speech, their job is to invite friends and promote the town. Have iPtown receptions.

Move to approve PR Firm to implement 'Ptown on Parade' as soon as possible.

Motion: Rick Murray **Second: Mike Peregón** **6-0-0**

Rick Murray: if anyone has contacts that might be good for this program they should send them to staff and PR Firm.

Mick Rudd: Patti Lloyd with the Cape Cod Chamber of Commerce could help with the bus tour market.

- **Bay Windows:** Place 26 quarter page color ads in Bay Windows at \$383.50 per ad September 2013 through August 2014 – These ads will run in the digital version as well – All digital versions are archived

Move to approve \$9,971 for print and digital advertising in Bay Windows.

Motion: Jim Bakker **Second: Rick Murray**

Discussion:

Rick Murray: Bay Windows is 7 pages long, it is getting smaller and smaller, and if we're spending this amount of money we need to get editorial every single week.

Hersh Schwartz: Staff should search for other similar publications in the Boston area.

Move to table Bay Windows section.

Motion: Rick Murray **Second: Cathy Nagorski** **6-0-0**

Item was tabled for a future meeting.

- **4th Quarter Calendar Card:** Print 5000 two sided calendar cards for October-December

Move to approve \$450 plus shipping to print 4th quarter calendar rack card.

Motion: Rick Murray **Second: Jim Bakker** **6-0-0**

- **Poster Frames:** Frame iPtown posters in white frames and provide to businesses and hang in key town locations, like restrooms

Move to approve up to \$400 plus shipping for framing iPtown posters.

Motion: Rick Murray **Second: Jim Bakker** **6-0-0**

- **NY Examiner:** Hosting Traci Tournoux a journalist from the New York Examiner- a digital editorial – She has been receiving our news releases and is writing a story on Provincetown
- **German Eco Tourism Journalists:** Ten journalists and a guide will be visiting Provincetown to ride the Province Lands trails – Gail Force Bikes is providing 11 bikes for the afternoon on Saturday 7 September - This was arranged through MOTT

more

- **Toronto Star:** Jim Byers, a travel writer from Canada, was in Provincetown on Sunday, Sep 1 – Bikes and meals were arranged for the day – This was organized through MOTT. Radu greet Jim before lunch.

A. VSB Administration:

- **Sarah Peake Meeting:** Meeting with Sarah Tuesday morning September 3 to discuss 2020 – Val Marmillion, Mick Rudd, Radu Luca, John McDonagh – Next steps.

Tony Fuccillo: Sarah Peake (Massachusetts State Representative serving the 4th Barnstable District) will encourage one organization from Provincetown approach her office for State funds. The committee will also do fundraising from 2015 to 2020, organize and put on events, etc. The estimated cost is 900k over a period of 6 years. There will be no executive director of staff because non-profit will be managed by Marmillion + Co. The Provincetown brand- America's First Destination and the Pilgrims' 400th anniversary will be in focus.

Jim Bakker: Cape and Islands Historical Association has already reached out to Mayflower Association across the US.

Val Marmillion: we need to coordinate this non-profit and to make sure that we're the focus, not Plymouth. Need to have a plan that grows and focuses on Provincetown, including language in grant application. The 2020 coordinating Committee / Council will have to work off a business plan, get it approved and have budgets by it. Organizations and business will be encouraged to have their own events and themes: e.g. PBG to have a Carnival parade to pertain to the 2020 theme, etc. Advertising, promotion and materials the Tourism Office and the non-profit create should reflect, support and align with long-term tourism goals and sustainability.

Mick Rudd: this will be a bottom-up approach; stakeholders in town will be encouraged to put on their own projects. The Tourism Office can help market and promote 2020. MOTT will encourage Plymouth and Provincetown to join efforts and ask for funding as one.

- **CITGA Tour Guide Appreciation Day October 24:**

Move to approve up to \$2,000.00 for Tour Guide Appreciation Day 2013.

Motion: Mike Peregou

Second: Hersh Schwarz

6-0-0

- **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 – The VSB selected Mick Rudd – Discussion

Mick Rudd will be representing the Tourism Office and the Visitor Services Board at the interviews, but should feel free to express his personal opinions as well. Provincetown is a year-round destination and the town should be safe year-round.

- **Appearances Green Arts Festival:** Final Report for grant reimbursement was due 7/28/13

Move to extend Appearances Tourism Grant Final Report deadline to September 30, 2013.

Motion: Mike Peregon Second: Mick Rudd 5-1-0 (Rick Murray opposed)

Social Media Update: 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

Mike Peregon- Front page of the Cape Cod Times says CCT sold to Gateway Media.

Jim Bakker- none

Hersh Schwartz- none

Mick Rudd – none

Rick Murray - none

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

Move to approve the minutes from 8.14.2013.

Motion: Mike Peregon Second: Rick Murray 6-0-1 (Rick Murray abstained)

Move to adjourn.

Motion: Rick Murray Second: Jim Bakker 6-0-0

Meeting was adjourned at 4:30 pm.

Respectfully submitted,
Radu Luca