

**Town of Provincetown
Visitor Services Board
Meeting Minutes from September 18, 2013, 3:00 pm
Tourism Office, 330 Commercial Street**



Members present: Mick Rudd- Chair, Michael Peregon, Cathy Nagorski, Marian Peck, Rick Murray

Members absent: Jim Bakker- Vice Chair – excused, Hersh Schwartz - 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.

None
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.
 - **Boston.com:** Digital placement on Boston.com – 7 targeting weeks to promote the shoulder season through end of calendar year – 3 weeks in October, 2 weeks in

November, 2 weeks in December – Travel, Things to do & Weather pages – Combination of Leaderboards, Half Page Ads & Big ads – including 550,000 free impressions ROS and 77,000 Travel Text Link (250 characters with image – **small advertorial with link**) – Total impressions 981,000 valued at \$9,000 for \$4,500

Move to approve up to \$4,500 for Boston.com October through December online campaign.

Motion: Mike Peregon

Second: Marian Peck

5-0-0

- **Big E:** Ship 30 cartons or media and bags to Big E to be distributed in the Visit Massachusetts Booth

Move to approve \$443.16 to ship media via UPS to Big E in West Springfield.

Motion: Rick Murray

Second: Mick Rudd

5-0-0

Discussion: Cathy Nagorski asked whether the Chamber of Commerce could ship its own collateral. The Tourism Office does not have a visitors guide and will ship the Provincetown Chamber's.

- **SHE Magazine Advertorial** – November we will place a 650 word plus images in SHE Magazine – Travel subject is all women's events and romantic *moments in Ptown*

A. VSB Administration:

- DNE Registration: Discover New England show will take place May 19-21

Move to approve \$950 for registration plus travel for DNE travel show 2014.

Motion: Marian Peck

Second: Cathy Nagorski

5-0-0

- AAA Travel Marketplace: Provincetown has a \$450 credit from LY

Move to approve \$1,350 AAA Travel Market Place 2014 registration plus travel for two staff to attend.

Motion: Rick Murray

Second: Mike Peregon

5-0-0

- **Joint Meeting BOS & VSB:** The PMPM board of trustees has expressed concern about an additional 501 organization for 2020 – It has been suggested to work within the existing Cape Cod Pilgrim Memorial 501c3 – Therefore, we can organize a TRUST within and manage the same way – The BOS would like to have a joint meeting on Tuesday 15 October – a quorum will be required

Mick Rudd read a letter from Jim Bakker regarding the formation of a 501c3 non-profit organization. The VSB should not represent the Town of Provincetown in this project in the next 7 years without a proper structure.

Rick Murray: the VSB should discuss this in an open meeting, transparently, when all members are present.

Tony Fuccillo: we can consider the 501c3 our 3rd tourism partner until 2020.

Move that the VSB meet with the BOS as scheduled on Thursday, October 15, 2013.

Motion: Rick Murray Second: Cathy Nagorski 5-0-0

Discussion: Rick Murray will defer to Val Marmillion and PMPM representatives there will be questions from BOS at the meeting.

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 – disappointing that the Food and Wine Festival could not execute the event, given the impact it could have had on Provincetown Tourism.

Mike Peregon- the electric box outside the firehouse #3 should be dealt with. Asked where we stand with the firehouse #3 renovations. Asked where we stand with Municipal Funds available from prior fiscal years.

Mick Rudd – none

Rick Murray – none

Marian Peck - none

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

Move to approve the minutes from 9.4.2013.

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

Move to adjourn.

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

Meeting was adjourned at 4:30 pm.

Respectfully submitted,
Radu Luca