

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from October 2, 2013, 3:00 pm  
Tourism Office, 330 Commercial Street**



**Members present:** Jim Bakker- Vice Chair, Hersh Schwartz, Michael Peregon, Cathy Nagorski, Marian Peck, Rick Murray

**Members absent:** Mick Rudd- Chair

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

**Staff:** Anthony Fuccillo, Radu Luca

**Others:** Barbara Rushmore, Bill Docker

**Agenda:**

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

Bill Docker – Beautification moneys left in the fund just shy of 13k.

Barbara Rushmore – the VSB deserves a lot of credit for the revamping of the Transportation Center Park. Beautification put in benches, shells, a water bath for birds, and flowers along the boardwalk and sidewalk. Future projects include replacing trees, revamping old benches, planting flowers at Lopes Square, revamping the island at Bradford and Standish, Veteran’s Memorial cherry trees, signage for the Fishermen’s Memorial Park, more planting at Grace Gouveia building, complete inventory and proper labeling for all dedicated trees. Suggested the VSB increased the Beautification lite item to \$15k in light of upcoming projects.

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

None

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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.

- **Hot Spots:** Working with Peter Clark to put together a Provincetown Campaign an another Ptown issue of Hot Spots
- **Gay Days Orlando:** Working through Hot Spots as the Media Sponsor for Gay Days Orlando to provide sponsorship exposure for Ptown during the events surrounding Gay Days at the Double Tree Resort, the Expo and the Theme Parks – PBG is included to help make this happen
- **MixBrasil:** Have not identified an opportunity yet – Will continue to work with them to find the right digital vehicle to advertise
- **Spring 2014 Radio:**

**Move to approve \$18,000 for Spring 2014 radio campaign.**

**Motion: Rick Murray**

**Second: Marian Peck**

**6-0-0**

**A. VSB Administration:**

- **Governor's Conference:** Registration \$50 per person – Monday, October 21, 2013

**Move to approve \$100 plus travel for two Tourism Office staff to attend 2013 Governor's Conference in Boston.**

**Motion: Rick Murray**

**Second: Mike Peregon**

**6-0-0**

- **VSB Budget 2015-2019:** Preparing the budget to present to VSB at our next meeting 16 October – any suggestions you would like considered – Based on the 12 months ending April 30 with a 6.2% increase and recent 7% increase, would you like to see the overall budget increased?

**Rick Murray:** would be a good idea to bump up the VSB budget in light of 2020 coming up and the First Landing Celebrations- co-op grant like the PBG's and the Chamber's; recommends to reconsider budget for grants.

**Hersh Schwartz:** would like to increase the budget for the fireworks; need to put money back into bas-relief, decrease tourism grant funds.

**Mike Peregon:** revisit the Municipal budget and look at unspent funds from previous fiscal years.

- **Accommodation Tax:** May June July taxes collected exceeded LY by 7% approximately \$60K increase in tax collected
- **Restaurant Tax: May June July Food & Beverage taxes collected were flat to LY**

*more*

- **Joint Meeting BOS, VSB & PMPM:** 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 with the VSB and the PMPM Board of Trustees on Tuesday 15 October – a quorum will be required

**Move to schedule the tourism grant application review for December 18, 2013.**

**Motion: Mike Peregou                      Second: Hersh Schwartz                      6-0-0**

**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 Peregou- none  
Mick Rudd – none  
Rick Murray – none  
Marian Peck – none  
Jim Bakker – none  
Hersh Schwartz - none

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

**Move to approve the minutes from 9.18.2013.**

**Motion: Rick Murray                      Second: Hersh Schwartz                      6-0-0**

**Move to adjourn.**

**Motion: Hersh Schwartz                      Second: Mike Peregou                      6-0-0**

Meeting was adjourned at 5:00 pm.

Respectfully submitted,  
Radu Luca