

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from October 23, 2013, 3:00 pm  
Tourism Office, 330 Commercial Street**



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

**Members absent:** Jim Bakker- Vice Chair - excused

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

**Staff:** Anthony Fuccillo, Radu Luca

**Others:** Dorothy Palanza

**Agenda:**

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

Dan Hoort – written statement

To: Anthony Fuccillo – Provincetown Director of Tourism

Cc: Candy Collins-Boden – Executive Director of Provincetown Chamber of Commerce, Erin Atwood – Executive Director of Provincetown Business Guild

‘As a private citizen and business owner I have always worked towards increasing off-season tourism and tourism in general. I am requesting the VSB consider holding a tourism summit, hopefully in November. I would like to see this as an annual event where those involved in tourism get together and discuss the past year as well as the upcoming year. What worked, what didn’t work, what could we do a community to build tourism, etc.

There have been some discussions on various Facebook pages of ways to promote Provincetown, but unfortunately it doesn’t seem to go further than a discussion on Facebook. I’d love to see us make some things happen.

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One of the conversations involved businesses putting the white mini-lights in their windows, not just during the holidays, but perhaps from Thanksgiving through February or March. Light up the town and make it more inviting in the winter. I know of an individual who is willing to make an anonymous contribution of \$1,000 to the town's holiday lights gift fund if it would be used to distribute low energy soft white LED lights to businesses who agree to light up their windows. It's just one of the ideas that was brought forward, there are more.

I'm hoping we as a community could come together in November and have a summit to discuss building tourism. If you do not have the time for it I understand. I will probably attempt to work with others to have a tourism summit of interested parties, but I would love to see it spearheaded by the VSB and the Tourism Office.

Thanks for your time.

Dan Hoort'

Dorothy Palanza – Appearances – would like to ask for an extension for the FY'13 event final report. The Tourism Grant Agreement is a contract with the Town of Provincetown and Appearances will have to ask the BoS for an extension.

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.

- MOTT is facilitating the second comprehensive sales mission to Canada. "Last year's mission was an overwhelming success in reacquainting" Participants will visit various key product managers, airline representatives, tour operators and media from all over Ontario and Quebec to discuss tourism product and news across Massachusetts

**Move to approve up to \$2,500 for travel plus expenses for Director of Tourism to attend Massachusetts Sales Mission to Canada.**

**Motion: Mike Peregon                      Second: Mick Rudd**

**Motion and second were withdrawn.**

**A. VSB Administration:**

- Radu has input the entire 2014 Calendar on both the Tourism Website and iPtown
- **Cape Cod Chamber of Commerce:** Membership November 2013 – October 1024,

**Move to approve \$159.00 to renew Cape Cod Chamber of Commerce membership.**

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

- **Pilgrim 2020: Update and discussion**

**Mick Rudd:** VSB attended a joint meeting with the BOS and the PMPM to present a report on updates and developments regarding the 2020 Commemorations. The VSB would like a synergy between the Town and the PMPM. Val Marmillion was asked to create a strategy for the Town of Provincetown and PMPM, which would create an entity to coordinate all the activities. The PMPM also identified and presented its own strategy at the BOS meeting. Another joint meeting with the BOS will take place in November.

- **VSB Five Year Plan Discussion: Budget 2015-2019 Draft is attached**

**Move to recommend the Five-Year Plan 2015-2019 to the Board of Selectmen as presented by the Director of Tourism.**

**Motion: Rick Murray                      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 Peregón- none  
Mick Rudd – none  
Rick Murray – none  
Marian Peck – none  
Hersh Schwartz - none

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

**Move to approve the minutes from 10.2.2013.**

**Motion: Hersh Schwartz                      Second: Marian Peck                      6-0-0**

**Move to adjourn.**

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**Motion: Mike Peregon**

**Second: Marian Peck**

**6-0-0**

Meeting was adjourned at 5:00 pm.

Respectfully submitted,  
Radu Luca