

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from November 6, 2013, 3:00 pm  
Tourism Office, 330 Commercial Street**



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

**Members absent:** Marian Peck

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

**Staff:** Anthony Fuccillo, Radu Luca

**Others:** Erin Atwood

**Agenda:**

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

Erin Atwood booked the PBG's spot at Gay Days 2014 in Orlando, FL.

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.

- **Provincetown Banner:** America's First Destination editorial – communication with community – published on Wicked Local too
- **Gay Days Budget:** Discussion and approval of budget

**Move to approve \$15,000 for Gay Days Orlando EXPO and Pool Party Sponsorship.**

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

**Discussion:** Rick Murray thanked Staff for receiving an itemized budget for the trip. Models should be professional and properly briefed about Provincetown. Asked to have official photographers present at the event.

- **Art News: Place two page spread in the January Issue of ArtNews**

**Move to approve \$7,500 for advertorial in ArtNews.**

**Motion:** Mick Rudd      **Second:** Mike Peregou

**Discussion:** Jim Bakker doesn't think the timing is ideal on this. Would rather take out an ad at a later time: March, April, May.

Mike Peregou- asked whether the VSB awarded any tourism grants in this FY to promote the arts

Rick Murray – asked whether taking out 2 1-page ads would be more advantageous. Instructed Staff to reach out to Art Organizations in town for co-op purposes.

**Mick Rudd withdrew his motion and Mike Peregou withdrew his second.**

- **Dunes 102 remote during Holly Folly weekend - \$500**

**Move to approve \$500 for a Dunes 102.6 FM radio remote during Holly Folly weekend.**

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

**A. VSB Administration:**

- **VSB Five Year Plan:** Board of Selectmen agenda 25 November – Joint meeting with the BoS and VSB – Quorum required
- **Provincetown Business Summit:** Discussion of Summit, window lights, and suggested agenda

**Move to approve up to \$1,800 for the Provincetown Business Summit for Monday, Nov 18.**

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

**Discussion:** The VSB agreed that Ron Robin could mediate the summit.

- **Bas Relief Restoration:** Requesting letters of support from members of the VSB for the restoration of the Dallin Bas Relief Monument depicting the signing of the Mayflower Compact – As project manager I am submitting the application for the CPA grant for the first phase of the project
- **Tourism Grant extensions:** I spoke with David Gardner about grant contracts with the Town of Provincetown and the extension process with the BoS – He pointed out it is the responsibility of the VSB to approve extensions – It is written in the contract
- **Extension of the Appearances Grant:**

**Move to approve disbursement of the \$2,000 Appearances Tourism Marketing Grant FY13.  
Motion: Mike Peregon                      Second: Jim Bakker                      4-2-0 (Rick Murray and Hersh Schwartz opposed)**

- **Lynette Molnar:** Heard back from Lynette concerning the \$12,000 approved for marketing women's events – the majority of the funds allocated have been spent, but not billed. Lynette asked to be on the next agenda. Staff to vet all the expenses submitted.

**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 – inquired about the Queen Elizabeth floatel

Mike Peregon- none

Mick Rudd – whether should consider taking some of the perennial grantees, such as the Film Festival, Swim for Life, etc out of the general tourism marketing grant budget.

Rick Murray – regarding the flotel, discussed with the owner and the latter said that they would like full access to the pier from early spring to late October

Hersh Schwartz – none

Jim Bakker - none

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

**Move to approve the minutes from 10.23.2013.**

**Motion: Hersh Schwartz                      Second: Jim Bakker                      6-0-0**

**Move to adjourn.**

**Motion: Mike Peregon                      Second: Jim Bakker                      6-0-0**

Meeting was adjourned at 5:00 pm.

Respectfully submitted,  
Radu Luca