

**Town of Provincetown
Visitor Services Board
Meeting Minutes from November 20, 2013, 3:00 pm
Tourism Office, 330 Commercial Street**



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

Members absent: Mick Rudd- Chair

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

Staff: Anthony Fuccillo, Radu Luca

Others: Tom Donegan

Agenda:

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

Rick Murray invited Tom Donegan to be present at the meeting. Would like Staff to give Tom Donegan a 5-minute synopsis of how well the business summit went.

Mike Peregón understands the need to spend money wisely and the worth of each item on the budget. Property tax rates are low in Provincetown and they shouldn't be lowered. Asked where we stand in charging a condo tax in Provincetown.

Hersh Schwartz - all departments need to be looked into as in what needs to be cut, changed, moved etc.

Jim Bakker- the VSB spends the judiciously and a lot of the money comes back to the residents and business owners to pay the water bills, etc.

Tom Donegan- we need cuts, but we also need to increase revenue.

Tony read a letter to the Board on behalf of Lynn Mogell regarding the upcoming 10-year anniversary of gay marriage in Massachusetts.

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.

- **PBG Guide:** Place a quarter page iTown ad in the annual publication with guaranteed placement on page one (I requested a comp ad or reduction)

Move to approve \$630 for quarter page ad in the 2014 PBG Guide.

Motion: Marian Peck Second: Rick Murray 5-1-0 (Hersh Schwartz opposed)

Discussion: PBG can spend the \$20k co-op discretely.

- **Hot Spots:** Winter pride issues Feb/Mar highest population period in Florida – 6 weeks website leaderboard, 5 eblasts, 6 full page ads, Ptown special edition with 3 feature advertorial stories - \$13,620 less \$4,122 discount = \$8,500

Move to approve \$8,500 for Hot Spots winter (February – March) 2014 campaign.

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

Discussion: RM asked whether this is the same quote as last year. In the editorial content the events happening should be listed as well as summery, beach scenes.

MP asked how this would fit into Gay Days in Orlando.

- **Magic 106.7.com:** Advertise for four weeks in December on Magic 106.7 WMJX online stream – Click-through block ad 300x250 appears during commercial announcement – 25 sixty-second spots per week between 6a-7p – 72,000 unique loyal listeners – New streaming app with 16,000 downloads/users – 100 total commercials over 4 weeks for \$1,000

Move to approve \$1,000 for December ad campaign on Magic 106.7.com.

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

A. VSB Administration:

- **ILGTA:** Membership renewal

Move to approve \$685 for IGLTA membership.

Motion: Mike Peregón Second: Marian Peck 6-0-0

- **American Bus Association:** Membership renewal

Move to approve \$614 for ABA membership.

Motion: Mike Peregón Second: Hersh Schwartz 6-0-0

Discussion: RM - Tourism Office should get the schedule for all the tour buses and disseminate it.

- **VSB Five Year Plan: Board of Selectmen agenda 25 November** – Joint meeting with the BoS and VSB – Quorum required
- **4th Quarter Calendar Card: Decided not to print the card** – We had enough on hand of the tri-fold Events Calendar

Move to rescind motion of September 4 to approve \$450 to print 4th quarter calendar rack card.

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

- **2014 Events Calendar:** Waiting to print until after December 2nd when grant applications are received – This will prevent inaccurate dates on the calendar

Move to approve up to \$2,000 plus shipping and insertion in the Banner to print 2014 Event Calendars at a time designated by TD.

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

Discussion: MP Tourism Office should do a calendar insertion in the Banner.

RM - the VSB should see the calendar before it goes to print.

Jim Bakker suggested the Year in Review issue of the Banner.

- **Pilgrim Memorial Park: CPA Grant application submitted**
- **Promotion to Conferences (requested by Mike Peregón)**

MP instructed Staff to provide an inventory of all conference venues in town in order to use to market and promote Conference tourism.

- **Provincetown Business Summit:** Review & discussion

Attendance exceeded expectations.

Cathy Nagorski would like to commend Staff for putting it on a short notice.

Rick Murray saw the summit as a great tool appraise the general public on the goal and scope of the Tourism Office and the VSB.

Hersh Schwartz thought the Summit went well and would like to keep it alive and plan on a different one for April.

Move to approve \$377.50 to cover for the incremental cost of the Business Summit on November 20.

Motion: Rick Murray Second: Mike Peregón 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 Peregon- retailers in town are not doing a great job at helping themselves in signing up for the AMEX Small Business project.

Marian Peck – none

Hersh Schwartz – will soon come before the Board to ask for funds for the Art in Windows project.

Jim Bakker - none

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

Move to approve the minutes from 11.6.2013.

Motion: Hersh Schwartz Second: Mike Peregon 6-0-0

Move to adjourn.

Motion: Mike Peregon Second: Hersh Schwartz 6-0-0

Meeting was adjourned at 4:40 pm.

Respectfully submitted,
Radu Luca