

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from December 4, 2013, 3:00 pm  
Tourism Office, 330 Commercial Street**



**Members present:** Mick Rudd- Chair, Jim Bakker- Vice Chair, Michael Peregou, Cathy Nagorski, Rick Murray, Marian Peck

**Members absent:** Hersh Schwartz- excused

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

**Staff:** Anthony Fuccillo, Radu Luca

**Others:** Brad Carlson

**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.

Brad Carlson of Full Kit Leather Store in Provincetown and co-producer of Mr. New England Leather and Mr. New England Rubber events asked for funds to market and promote the Mr. New England Rubber. The contest is a weekend long event in April 2014 and the audience is rubber enthusiasts in the New England area.

**Move to approve \$1,200 to Mr. New England Rubber with the caveat that receipts are submitted within 30 after the completion of the event and that the VSB logo is included on promotion materials.**

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**Move: Marian Peck  
abstained)**

**Second: Mick Rudd**

**5-0-1 (Rick Murray)**

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.

- **Destinations ABA Tour Operator Publication:** Place ½ page ad in the Jan/Feb Market Place Issue and May/June New England Issue – Includes on-line digital version of the magazine –

**Move to approve \$2,410 for one half-page ad in Destinations Magazine, Jan-Feb issue.**

**Motion: Rick Murray**

**Second: Jim Bakker**

**6-0-0**

**Move to reconsider motion on Destinations Magazine and amend it to one half-page ad.**

**Move: Rick Murray**

**Second: Marian Peck**

**5-1-0**

- **ABA Massachusetts Tour Operator Reception Presenting Sponsor:** Sponsor the entertainment – Massachusetts born and raised country western singer Glenn Steward and band – He is the opening act for many country western stars in Nashville – Presenting Sponsor will have destination materials available at the reception, logo will appear on banners and invitation, Announcement Provincetown Americas First Destination is sponsoring the banded

**Move to approve \$1,500 as Presenting Sponsor of ABA Massachusetts Reception.**

**Motion: Rick Murray**

**Second: Marian Peck**

**6-0-0**

**Discussion:**

RM asked how much we spend annually on the bus tour market. VSB should send out a letter to inns and guesthouse and ask whether they'd be interested in offering discounted rates to groups. Staff could research and discover new ways to promote and advertise to niche markets.

MR buses and group travel support local retail and attractions as well. Word-of-mouth is important and the demographic is changing as well. We could try a more proactive approach to advertise.

CN need to get the inns together for any purposes, conferences, buses, events, etc. Need to focus on attracting visitors who would like to spend more than \$50/night for lodging and utilize our resources, including bike trails, etc.

- **Boston Globe Magazine and on-line Campaign:** Place 5 ads in Boston Globe Sunday Magazine (Weddings, Food, Travel Issue, Summer Weekend Issue, Fall Travel Issue) **On-line banner campaign.**

**Move to approve to approve \$18, 038 to place 5 ads in the Boston.com and Boston Globe and online banner campaign.**

**Motion: Jim Bakker**                      **Second: Mike Peregon**                      **5-1-0 (Rick Murray opposed)**

**Discussion:**

JB asked whether there is some other city with similar publications where we could advertise.  
M Peregon asked what we're getting extra compared to last year.  
MR Boston is our drive market.

- **Gay Video Short:** Jim Lande to produce and Leo Harrara to direct a 5-minute Gay Provincetown Video to use at shows, YouTube, Ptown on Parade etc...

**Move to approve \$2,500 plus soundtrack related costs to produce Video Short.**

**Motion: Jim Bakker**                      **Second: Marian Peck**                      **6-0-0**

**Discussion:** VSB agrees that video should be ready by the Gay Expo in NYC.

- **Food Tourism Video:** PTV to produce and direct a 5 minute Food Tourism Video – Use Video at shows, YouTube etc

**Move to approve \$1,250 to produce a Food Video Short to be completed by April 1, 2014.**

**Motion: Jim Bakker**                      **Second: Rick Murray**                      **6-0-0**

- **Travel Website Advertising:** Contacted Orbits, Expedia, TripAdvisor, Kayak, Travelocity & OutTraveler – Results:
  - **Orbitz= Electronic Response** – \$45k - \$65 per 1million impressions
  - **Expedia = Waiting** for response from Dio Schiaffino
  - **TripAdvisor** = Travel Sponsorship and 12 month advertising agreement \$44k
  - **Kayak** = Minimum investment of \$45k per quarterly with 12 month agreement \$180k
  - **Travelocity** = Division of Expedia – Waiting for response
  - **OutTraveler** = Ptown is on their website – Waiting for response

**Place item on future agenda.**

**A. VSB Administration:**

- **Holiday Lights Contest:** Commercial, Residential & Lobster Pot Contest. Best of each wins \$100 - Chamber of Commerce, PBG and VSB each contribute \$100 –

**Move to approve \$100 contribution to the Holiday Lights Contest.**

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

- **2013 Annual Town Report:** VSB to submit a town report no later than 23 January 2014

**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 – asked Staff to follow up with the BoS regarding a 2020 meeting

Mike Peregon- none

Mick Rudd – none

Marian Peck – 102.3FM is having a big sale to push the holiday season shopping.

Jim Bakker – none

Rick Murray - none

**Move to approve \$612 to advertise on 102.3FM The Dunes during December 2013.**

**Motion: Jim Bakker            Second: Rick Murray            6-0-0**

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

**Move to approve the minutes from 11.20.2013.**

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

**Move to adjourn.**

**Motion: Jim Bakker            Second: Rick Murray            6-0-0**

Meeting was adjourned at 5:30 pm.

Respectfully submitted,  
Radu Luca