

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from April 22, 2015, 3:00 pm  
Provincetown Tourism Office  
330 Commercial Street**



**Members present:** Cathy Nagorski – Chair, Jim Bakker- Vice Chair, Hersh Schwartz, , Bob Sanborn, Rick Murray, Mick Rudd

**Members absent:** Marian Peck – excused.

**Meeting was called to order at 3:00 pm by Cathy Nagorski.**

**Staff:** Anthony Fuccillo, Radu Luca

**Others:**

**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.

None

3. Tourism Grant Application Process and Agreement. Discussion dependent. Motions may be made. Votes may be taken (requested by Cathy Nagorski)

Cathy Nagorski would like to table the item until the next meeting.

4. 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.**

None

**B. VSB Administration**

- **Greater Boston Concierge Association:** Event update – A good event as usual – We met quite a few new concierges – We managed our own raffle and collected business cards – We will begin to make a mailing list of concierge and front desk people to include in news releases – we had about 8 concierges interested in having the PBG guide sent to them as well as the chamber guide which is an increase from about 2 or 3 last year
- **Boston Spirit Executive Networking:** Date has been changed to 21 May – Julian Edelman will be the Keynote Speaker
- **Provincetown on Parade:** On 24 July 2014 the VSB moved to approve up to \$5,000 for catering services for Provincetown on Parade reception for a date to be determined – Since this program has not progressed

**Move to rescind the 24 July 2014 motion to approve up to \$5,000 for catering services for Provincetown on Parade reception for a date to be determined.**

**Motion:**

**Second:**

This item was indefinitely postponed.

At a future date, when the program has more structure, a motion can be made to invest in the concept

- **Provincetown Business Summit:** Would like to set a date for the 2015 Provincetown Business Summit - Bring two guest speakers with a marketing focus, Marmillion to produce a Provincetown Marketing Kit to provide tools and assist in advertising and marketing their businesses
- **Tourism Partner Coop Grants:** Following Town Meeting approval of the 2016 Tourism Marketing Fund Budget, the following coop grants from the marketing fund need VSB approval

**Move to approve \$20,000.00 in co-op marketing funds for the Provincetown Chamber of Commerce for FY16.**

**Motion: Bob Sanborn**

**Second: Jim Bakker**

**6-0-0**

**Move to approve \$20,000.00 in co-op marketing funds for the Provincetown Business Guild for FY16.**

**Motion: Rick Murray**

**Second: Bob Sanborn**

**6-0-0**

*more*

**Move to approve \$40,000 for Marmillion + Company for Public Relations services fiscal year 2016.**

**Motion: Bob Sanborn**

**Second: Rick Murray**

**6-0-0**

**Move to approve up to \$15,000 for Ellsworth Creative for digital creative services for fiscal year 2016.**

**Motion: Rick Murray**

**Second: Bob Sanborn**

**6-0-0**

- **Board of Selectmen meeting:** Following Town Meeting approval of the 2016 Tourism Marketing Fund Budget, the VSB is on the Board of Selectmen's agenda for Tuesday 26 May 2015 to request approval of the 2016 Tourism Marketing Grants and the Tourism Partner Coop Grants
- **KIOSK update:** No new update
- **2020 update:** Where edu-project
  - Developing 2020 Programs
  - Memo to web designer with descriptive
  - Reviewed website examples
  - Contacted Superintendent, Beth Singer to discuss project and networking
  - Research and conference call with Website Developer, Patrick Miller
- **FAM update** Invitations are going out to journalist and bloggers early April
  - Journalist list completed
  - Invitation letter being drafted
  - Begin working on the itinerary of events and requests to businesses
  - Developing separate list for a future 2020 FAM

5. Board Members' Statements: Comments from Board Members. Discussion dependent. Motions may be made. Votes may be taken.

Hersh Schwartz – none

Cathy Nagorski – Boston Center for Adult Education is putting on a Provincetown-focused event on May 15<sup>th</sup>, called Sip the Rainbow.

Provided an update on Dinah Shore weekend, great, doesn't usually coincide with Easter Weekend, the event seemed very well attended; Provincetown had a great location close to the gate to the pool area. It's the time of event where we need to keep having a presence.

Jim Bakker – believes Staff should reach out to PAAM and FAWC regarding the Motherwell centennial coming up, May 15 -31, 2015 – there are events and programs scheduled throughout the two weeks.

Bob Sanborn – would like to see The Tourism Office and / or the Provincetown Chamber of Commerce offer free wifi to our visitors.

Rick Murray – none

Mick Rudd - none

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

**Move to approve the minutes from 4.8.2015.**

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**Motion: Hersh Schwartz  
had left the meeting)**

**Second: Jim Bakker**

**5-0-0 (Mick Rudd**

**Move to adjourn.**

**Motion: Jim Bakker  
had left the meeting)**

**Second: Hersh Schwartz**

**4-0-0 (Mick Rudd**

Meeting was adjourned at 4:31pm.

Respectfully submitted,  
Radu Luca