

**Town of Provincetown
Visitor Services Board
Meeting Minutes from May 6, 2015, 3:00 pm
Provincetown Tourism Office
330 Commercial Street**



Members present: Cathy Nagorski – Chair, Jim Bakker- Vice Chair, Hersh Schwartz, Rick Murray, Mick Rudd, Marian Peck.

Members absent: Bob Sanborn– excused.

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

Staff: Anthony Fuccillo, Radu Luca

Others: David A. Cox

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. VSB promotional video opportunities. Discussion dependent. Motions may be made. Votes may be taken (requested by Cathy Nagorski)

A. David A. Cox

David A. Cox has a degree in Film Making is present before the VSB with 'Patti' the drone. DAC has been taking pictures and shooting video footage around Provincetown from his

drone. His FB page received a lot of positive feedback and the pictures and images received a lot of hits.

DAC is currently working with 'Provincetown 365' to produce videos to promote Provincetown and increase year-round visitation and entice people to live in town year-round.

Each video, depending on length, takes between 1 h to 2 h of editing.

RM is familiar with DAC's work and is impressed with the quality of his work and would suggested the VSB gave DAC strategic events and happenings to shoot, several shorter videos, but also longer (3 – 5 minute) videos.

The VSB and Staff would provide direction and subjects to DAC.

Move to approve up to \$3,500 for the production of drone video footage and 30-second videos by David A. Cox.

Motion: Rick Murray
absent for this vote)

Second: Jim Bakker

5-0-0 (Mick Rudd was

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

Cathy Nagorski presented a prioritization matrix of criteria for the VSB to take into consideration when reviewing and awarding tourism grants starting FY17: submission, time of year, event details, longevity, press, event value, reporting, post event.

Move to approve the tourism grant application criteria and matrix as presented my Cathy Nagorski.

Motion: Marian Peck
(Criteria matrix attached)

Second: Rick Murray

6-0-0

5. 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

more

- **Provincetown on Parade:** Val Marmillion will join the VSB via phone 20 May to discuss
- **2020 update:** Where edu-project - Val will speak to this via phone and share some screen shots
- **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
- **Smoking Urns:** The town is in need of help controlling litter from cigarettes – The DPW is purchasing two Large Capacity Steel Smoking urns – These urns will last 5+ years – The cost per urn is \$150.00 - If the VSB purchases these urns, we will include the sponsor plaque like the one used on the bike racks - The VSB can purchase these urns with money not spent in the Municipal Fund 12 will cost \$1800

Move to approve \$1,800.00 to purchase 12 smoking urns.

Motion: Mick Rudd

Second: Marian Peck

2-4-0

Motion did not pass.

- **Reusable Bags:** Discuss possibilities to provide support of promotional bags for shops and restaurants in town
- **KIOSK update:** Marmillion has received three quotes. We have agreed the website will be what is available to visitors via the touchscreen kiosk – We would like to purchase four of them and place them in the following locations: Tourism Office Information Center, Chamber of Commerce, Town Hall Lobby and Provincetown Municipal Airport
- **FAM update:** Due to push back from accommodations during PIFF and available journalists in June, Marmillion would like to pin down a September date - The goal is to bring 12 journalists to Ptown for the FAM

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

Hersh Schwartz – none

Cathy Nagorski – would like the VSB to know that she will be stepping down from her position at Sage Inn & Lounge, but will continue to represent the Women Innkeepers.

Marian Peck – none

Jim Bakker - none

Rick Murray – none

Mick Rudd – would like to see the July 4th parade revitalized

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

Move to approve the minutes from 4.22.2015.

Motion: Mick Rudd

Second: Rick Murray

6-0-0

Move to adjourn.

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Motion: Mick Rudd

Second: Hersh Schwartz

6-0-0

Meeting was adjourned at 4:50pm.

Respectfully submitted,
Radu Luca