

**Town of Provincetown
Visitor Services Board
Meeting Minutes from January 21, 2015, 3:00 pm
Caucus Hall, Town Hall, 260 Commercial Street**



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

Members absent: Rick Murray – conference call, Bob Sanborn – conference call.

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

Staff: Anthony Fuccillo, Radu Luca

Others: Dian Hamilton – Writers’ Voice Café, David Gardner – Acting Town Manager

Agenda:

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

Dian Hamilton – representative for Writers’ Voice Café, hopes to have first Provincetown’s Writers’ Festival in 2016. WVC holds a meeting every month at the library, but also puts on workshops. DH would like to hold the festival in April or May of 2016. Also going to Woodstock Writers’ Festival in March. Would like to seek funding for the event; possibly apply for a tourism grant. WVC will join the PBG and the Chamber and will also have a business license from the Town.

2. Requests: Discussion dependent. Motions may be made. Votes may be taken.

None

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

Cathy Nagorski would like to potentially revise the tourism grant application process for organizations that usually seek and are awarded funds from the VSB grant budget. CN says it's an ongoing process and the VSB should look at the criteria for being awarded a tourism grant. If changes to grant process do occur they can be included in the next fiscal year's grant process guidelines.

4. New Tourism Office Website. Discussion dependent. Motions may be made. Votes may be taken. (requested by Cathy Nagorski)

Ready to launch – Waiting for CivicPlus to release the URL

ProvincetownTourismOffice.org – During the process we were informed a 15-day notice in writing was required to terminate contract. Letter was sent beginning of January - We expect the new website to be live before the end of the January.

5. HotSpots Magazine Ad Calendar Dates Review. Discussion dependent. Motions may be made. Votes may be taken. (requested by Cathy Nagorski)

Moving ad from February 26 issue (Fort Lauderdale Pride canceled) to June 4 Gay Days Issue – We have 6 ads and a Ptown issue – We will have representation in 7 issues.

RM believes that the VSB should take out an ad in the March 19 Provincetown issue. Need to be in there every month starting February in the shoulder months.

BS believes Florida is a reciprocal market and Provincetown should be in this publication. Also agrees with the taking out an ad in the March 19 issue. Need to keep the ad edgy and attract all markets to Provincetown.

The VSB has instructed Staff to ask HotSpots for a different advertising package to include more ads.

6. 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.

- **Cape Cod Times:** Spring ad campaign - Place 9 quarter page ads in Sunday Cape Cod Times – Leaderboard digital ads February – June on CapeCodonline.com

Move to approve \$8,345 for Cape Cod Times spring 2015 advertising campaign.

Motion: Mick Rudd

Second: Jim Bakker

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Discussion: CN is this what we typically pay or is this a discounted rate. The ads came in at a discounted rate and would run through the end of June. BS we do need some sort of presence in the CCT especially this time of year, and it's important for attractions, restaurants, etc.

Roll call vote: 7-0-0

Bob Sanborn yea

Rick Murray yea

Jim Bakker yea

Hersh Schwartz yea

Marian Peck yea

Mick Rudd yea

Cathy Nagorski yea

- **Fort Lauderdale Pride Expo 2015:** Expo has been canceled

Move to rescind the \$1,500 motion for Ft. Lauderdale Pride from 3 December, 2014.

Motion: Jim Bakker

Second: Marian Peck

Roll call vote: 7-0-0

Bob Sanborn yea

Rick Murray yea

Jim Bakker yea

Hersh Schwartz yea

Marian Peck yea

Mick Rudd yea

Cathy Nagorski yea

- **HotSpots:** Moving ad from February 26 issue (Fort Lauderdale Pride canceled) to June 4 Gay Days Issue – We have 6 ads and a Ptown issue – We will have representation in 7 issues

B. VSB Administration: Discussion dependent. Motions may be made. Votes may be taken.

- **Tourism Office Face Lift:** Painting almost complete – most files have been archived – New carpet, window shades, and lighting improvements on DPW schedule – Will keep you posted on location of next meeting
- **Five Year Plan Meeting BoS:** VSB is on the BoS agenda for Monday 26 January to present the 2016-2020 Five Year Plan – This is not a joint meeting – All VSB members are encouraged to attend

more

- **New Website:** Ready to launch – Waiting for CivicPlus to release the URL ProvincetownTourismOffice.org – During the process we were informed a 15 day notice in writing was required to terminate contract - Letter was sent beginning of January - We expect the new website to be live before the end of the January
- **Old Website:** Scrape CivicPlus website to maintain a history file of the site –

Move to approve \$250 plus shipping for scrape of CivicPlus website CD.

Motion: Mick Rudd

Second: Hersh Schwartz

Discussion: Cathy inquired about the SEO of the new website, Bob inquired whether we have a backup of the current images on the website.

Roll call vote: 7-0-0

Bob Sanborn yea

Rick Murray yea

Jim Bakker yea

Hersh Schwartz yea

Marian Peck yea

Mick Rudd yea

Cathy Nagorski yea

- **PTV:** Beth O'Rourke has left PTV – the Executive Director position has been split between two part time positions, Government (Melissa Yeaw) and Outreach (Heather Reed)
- **LGBT Expo:** 28 February – 1 March - New York LGBT Expo at Jacob Javits Convention Center in New York - Working with MOTT to attend and tag on to their booth – We would bring Roll-Ups, bags and collateral - I have provided the value of our efforts of working with MOTT to Erin Atwood and will keep him in the loop - Darrell LeMar will be the LGBT representative at MOTT – MOTT has paid for a booth, however the new administration has stopped travel – Darrell is meeting with the Secretary of Business Development on 5 February – Hopefully, travel for the EXPO will be reinstated
- **Cape Cod Destination Marketing Pillar Committee:** I have been asked by Wendy Northcross to become a member of the Cape Cod Destination Marketing Pillar Committee – The committee meets monthly in different locations on Cape Cod – For 2015 the focus is making Cape Cod a year round sports venue and adventure tourism destination – This will help ensure Provincetown is included in CCCC marketing

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

Hersh Schwartz - none

Cathy Nagorski – Michele Pecoraro came to the 2020 Steering Committee meeting and held a presentation on what Plymouth is currently doing at the moment. The Provincetown 2020 committee will meet again on March 13, every other month. Instructed staff to coordinate with Marmillion + Co. and put together another FAM trip. Wanted to gauge the Board’s interest in pursuing fireworks for New Year’s Eve in Provincetown. Received a quote from Atlas Fireworks: 22 – 15k for a 12-minute show.

Jim Bakker – inquired about the 2020 licensed plate that the Chamber of Commerce would like to have produced.

Bob Sanborn – none

Marian Peck – none

Rick Murray – none

Mick Rudd - none

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

Move to approve the minutes from 12.11.2014.

Motion: Mick Rudd

Second: Hersh Schwartz

Roll call vote: 7-0-0

Bob Sanborn yea

Rick Murray yea

Jim Bakker yea

Hersh Schwartz yea

Marian Peck yea

Mick Rudd yea

Cathy Nagorski yea

Move to adjourn.

Motion: Jim Bakker

Second: Hersh Schwartz

Roll call vote: 7-0-0

Bob Sanborn yea

Rick Murray yea

Jim Bakker yea

Hersh Schwartz yea

Marian Peck yea

Mick Rudd yea

Cathy Nagorski yea

Meeting was adjourned at 4:45pm.

Respectfully submitted,

Radu Luca