

Town of Provincetown
Visitors' Service Board
Meeting Minutes from
January 21, 2009
Tourism Office 330 Commercial Street

Members present: Rob Tosner, Chair; Kathleen Fitzgerald, Vice Chair; Hersh Schwartz; James Bakker; Michael Peregou; Michelle Haynes and Mick Rudd

Member absent: none

Staff: David Gardner, Assistant Town Manager, Jackie Kelly, Administrative Assistant – Tourism Office

Others: Rick Murray, Mike Glasfeld (Bay State Cruises) Marlo, Jillian and Nicole from Marlo Communications

The meeting was called to order at 3:05pm.

Public Statements: Rick Murray mentioned several items (Soup Kitchen fundraisers, Ursamen weekend, modes of transportation etc) that were not in the still-in-process calendar. David Gardner emphasized that space limitations required that the calendar be restricted to marketing events. Mike Peregou suggested sending a calendar of events to all homeowners to broadcast the information, through their connections, far and wide. Mick Rudd offered his data files in which he has merged lists of voters and property owners.

Rick Murray will work with the business community from Feb 15 to end of May to get their support in supplementing the existing funding for July 4 fireworks (\$7,300, plus \$5,000 committed from Tourism Office). The proposed additional meal tax and room tax, if passed, will help town finances. Mike Peregou would like a report from the Town re embarkation fees paid up from the ferry companies. (Any changes to the ferry rates would have to be agreed upon by all towns in the Commonwealth.) Mike Glasfeld said that Bay State Cruises paid about \$15,000 in 2008.

Don Knuuttila said the PBG will identify 5 weekends in the year and focus on promoting them, rather than specific events, A subcommittee of 3 VSB members (Hersh, Jim and Michelle); Candy from the Chamber, Don from the VSB, Rick from the Crown & Anchor/Mussel Beach and Mike from Bay State Cruises will whittle down the 39 applicants for the Tourism Director's position. These will be submitted to the Town Manager who will then work with the VSB chair to further eliminate. The remaining applicants will be interviewed and considered jointly, and the Town Manager will make the final decision.

David Gardner spoke about the lay-offs which are being considered. The Tourism Office will be asked to submit its budget again.

In the spirit of economy, David Gardner suggested that we not attend the LA Times Travel Expo as planned. It was determined that the payment already made is not refundable, so plans remain to attend, even though there are other expenses yet to be incurred. Michelle Haynes thinks we can get sponsorship from Jet Blue in the form of a ticket.

Marlo from Marlo Communications favors social networking over print; and general publications, including the "drive" market to more specialized and "fly-in" advertising, although she plans to reach niche-markets as well. Marlo has agreed to consult with us for our medial plan, on a pro-bono basis.

Various VSB members agreed to supply Marlo with "inner circle" information about Provincetown.

Mick Rudd & Jackie Kelly will give Hersh Schwartz a list of copier/printer needs for this office, and she will

research for us.

By consensus of the board, the Tourism Office/VSB will not participate in 2009 PowWow.

Approval of Minutes for 01/07/09

Motion:: Mike Peregon

Seconded: Hersh Schwartz

5-0-0

Meeting was adjourned at 5:45 pm

Respectfully submitted,
Jackie Kelly