

Town of Provincetown
Visitors' Service Board
Meeting Minutes from
April 01, 2009
Tourism Office 330 Commercial Street
3:00 pm

Members present: Rob Tosner, Chair; Kathleen Fitzgerald, Vice Chair James Bakker, Michael Peregon; Mick Rudd

Member absent: Michelle Haynes & Hersh Schwartz (both excused)

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

Others: Chuck Anzalone

The meeting was called to order at 3:00 pm

Chuck Anzalone, graphic artist who does design work for the Tourism Office, suggested a change in concept for the ad the New England Travel & Life which is due on Friday. He envisions it as simpler, and with more impact, and will email his selection to board members.

There will be another marketing sub-committee next Thursday, April 9 at noon.

Discussion followed re advertising in Curve, coop ads in art publications, Spirit magazine etc.

It is agreed to have a discussion in the near future about reimbursements on grants being made for events as well as for marketing, (though any funds given in advance of the event must be only for advertising).

The prevailing sentiment is that the VSB wants to promote more and successful events, rather than micro-manage the process. All contracts will be executed after this future discussion, and after whatever modifications might be decided.

There were discussions relative to the upcoming Annual Town Meeting Warrant.

The VSB is in favor of supporting the next phases of Town Hall restoration, with a special interest in its restrooms and its use as an entertainment venue.

Motion: Move that the VSB supports ATM # 11(Town Hall Project) in the Annual Town Meeting Warrant.

Motion: Rob Tosner

Seconded: Jim Bakker

5-0-0

The board is in favor of the Governor's proposed budget plan for increased room and meal taxes, if the Town maintains local options, and if the plan doesn't go through the lottery process, which could diminish our participation in the increased revenues. The board will not make or reserve any recommendations. Additionally, the board did not take a position on the proposed automated parking machine pay stations.

It is suggested that the Tourism Office proactively educate the community about the VSB's activities, and how it partners with businesses and organizations to bring more visitors into Town.

It is suggested that we send a PDF Calendar of Events to all guest houses and events organizers. It was noted that the Tourism's contact list needs to be updated before this can be done. In the interim, we will send a copy to the PBG and Chamber.

Approval of Minutes
02/23/09

**Motion: Jim Bakker
Rudd abstaining)**

Seconded: Rob Tosner

3-0-2 (Michael Peregon & Mick

There are two bike racks at the library, one of which must be moved for landscaping. Mike Peregon will ask for one of them to be used at the Tourism Office.

Meeting was adjourned at 5:15pm

Respectfully submitted,

Jackie Kelly