

Town of Provincetown
Meeting Minutes from
April 15, 2009 at 3 pm
Tourism Office 330 Commercial Street

Members present: Rob Tosner, Chair; Hersh Schwartz; James Bakker, Michael Peregony; Mick Rudd

Member absent: Kathleen Fitzgerald, Vice Chair; Michelle Haynes (both excused)

Staff: Bob Sanborn, Tourism Director; David Gardner, Assistant Town Manager;
Jackie Kelly, Administrative Assistant – Tourism Office

Others: Beau Jackett ;Candy Collins-Boden; Chuck Anzalone; Don Knuuttila

The meeting was called to order at 3pm

Rob Tosner, and all present welcomed Bob, as new Tourism Director, to his first VSB meeting.

The Tourism Director reported that he had been at the Fireworks meeting the day before, as well as at the Licensing meeting which was discussing possible changes to the definitions of seasonal and year-round licenses.

Beau Jackett from the MIS department reported on the progress in the development of our new website, and showed a mock-up of the home page. The site will not automatically capture data from the viewer, but this is a feature which might be added later. The current plan is to transfer registration of our site from Network Solutions which has it now, and which is due to expire, to Civic Plus. Chuck Anzalone spoke in favor of keeping the registration of the site in our own possession, and not handing it over to Civic Plus, to preclude the possibility of problems in the future.

Mike Peregony would prefer to see our address as a “.gov” rather than as a “.org”

Hersh Schwartz noted that Shopping is not listed as one of the categories in the prominent left-hand column. All agreed it should be included (before Entertainment), and that Living Here could be eliminated if it is necessary to delete one of the others. It is further suggested that Group Tours go beneath Whale Watching.

Marlo is working on the content for the May 24 website deadline.

Motion: it is moved to approve the design of the opening page for the Office of Tourism Website with the suggested changes to the left-side column; further, the sub-committee is authorized to move forward with the design of the sub-pages, keeping the design similar to the homepage.

Motion: Mick Rudd

Seconded: Rob Tosner

5-0-0

Chuck Anzalone was thanked for his work in facilitating the design of the webpage.

The board agrees that the goal is to have the Tourism Director make decisions for specific ads, rather than have the board approve them.

There was a discussion about the merits of doing a one-time ad which Spirit of Boston offered to us at discount.

Motion: the VSB will do a \$1,200 half page ad in Boston Spirit Magazine for the Pride issue.

Motion: Mike Peregou

Seconded: Mick Rudd

0-0-5

The ensuing discussion compared several other publications—regional and national, monthly and weekly, their rates and distribution numbers.

Motion: it is moved to authorize payment of \$2,512 for our share with PAAM for six (6) insertions in Art News with clear identification of support from the Tourism Office.

Motion: Rob Tosner

Seconded: Mick Rudd

5-0-0

(PAAM will design their 4 ads, the VSB will design our 2 ads, our logo will be in all of them. The question as to who holds the contract (PAAM or VSB) will be discussed.)

Motion: the Tourism Director is authorized to enter into contract with Best Read Guide for an amount not to exceed \$8,500 for five (5) insertions for the 2009 calendar year, plus a free winter off-season edition. The offer from BRG includes a 1/8 page additional ad listing all other Provincetown advertisers and their page numbers.

Motion: Mick Rudd

Seconded: Hersh Schwartz

5-0-0

The possibility of radio advertising will be addressed in the future.

Motion: it is authorized to pay Express Communications \$100 to distribute 2,000 copies of the Provincetown Like Nowhere Else 6” by 9” pictorial booklet to 50 Boston hotels.

Motion: Mike Peregou

Seconded: Rob Tosner

5-0-0

Five (5) or six (6) qualified free-lance travel writers will be here covering Portuguese Festival. Rob Tosner wants to devise a system to have guesthouses who choose to host writers share the opportunity equally, and wants to track the coverage that writers deliver.

Mick Rudd, the Tourism Director and Pam Hudson will decide which printer/copier best suits the needs of this office, and will present the findings to the VSB.

Rob Tosner suggested that the beautification committee be represented on the VSB, rather than being a separate entity.

The Tourism Director will follow up with the Beautification Committee re their plans for plantings at Waterfront Park and at the parking area at the end of Ryder Street.

Approval of minutes for 01/07/09

Motion: Jim Bakker

Seconded: Mike Peregou

3-0-2 (MR & RT abstained)

Mike Peregou continues to work on the bike rack issue, and will soon meet with Tony Lemme from Buildings and Grounds. He will be approaching bike stores, asking them to donate funds towards bike racks, and will ask the Librarian for one of the two racks which are at the Library.

Motion to adjourn:

Motion: Jim Bakker

Seconded: Hersh Schwartz

5-0-0

The meeting was adjourned at 5:32 pm

Respectfully submitted,

