

Town of Provincetown
Meeting Minutes from
April 09, 2009 at 12 noon
Tourism Office 330 Commercial Street
Marketing Sub-Committee

Members present: Kathleen Fitzgerald, Hersh Schwartz, Mike Peregón, Mick Rudd, Jim Bakker, Bob Sanborn, David Gardner, Chuck Anzalone

Member absent: none

Staff: none

Others: Rick Murray, Chris McCarthy

The meeting was called to order at 12 noon

A potential coop ad with PAAM in ARTNews re: the PAAM Hofmann show in August was discussed. PAAM has requested that the VSB cover 50% of its cost. It was noted that the PAAM budget has been cut by 30% and therefore its advertising has been impacted.

Motion: It is moved to recommend to the VSB to do a 50% coop ad with PAAM for a quarter page ad in ARTNews for three issues, July, August and September 2009, the total cost not to exceed \$5,100 (VSB share \$2,550).

Moved: Kathleen Fitzgerald

Seconded: Mick Rudd

5-0-0

The VSB needs to research any policy questions regarding coop advertising with cultural institutions as well as with members of the business community.

Action item: Jim Bakker will look into a gallery-walk promotion in American Art Collector and will report back to the committee.

Best Read Guide: it is planned to change the ad each month to feature a season-appropriate attraction. The ad should be on the Provincetown page. Given the cost of \$10,080, the subcommittee will assess continued advertising in this venue.

Motion: it is moved to recommend to the VSB to place a one-half page ad with Best Read Guide for six insertions plus one free insertion, with a tile included on escape.com, at a cost of \$10,080.

Motion: Mick Rudd

Seconded: Mike Peregón

4-0-0

(note: Hersh Schwartz left meeting before this vote was taken)

Summer in the City and Curve magazines were discussed. Chuck is in the process of finalizing the ad for Summer in the City. Kathleen stated that smaller, more frequent ads in Curve may be preferred over a one-time larger ad. Bob will research the costs for smaller more frequent ads.

The meeting was adjourned at 2:29

Respectfully submitted,
Jackie Kelly