

Town of Provincetown
Visitors' Service Board
Meeting Minutes from
Wednesday, May 06, 2009
Tourism Office 330 Commercial Street

Members present: Rob Tosner, Chair; Kathleen Fitzgerald, Vice Chair; Hersh Schwartz; James Bakker, Michael Peregony; Michelle Haynes;

Member absent: Mick Rudd

Staff: Bob Sanborn, Tourism Director; Jackie Kelly, Administrative Assistant –

Tourism Office

Others Derick Cheeseboro-Weaver of the PBG

Meeting was called to order at 3: 04

Tourism Director's Report:

Website:

Work on the webpage is on target for the June 5 go-live date. Domain name (www.ProvincetownTourismOffice.org) is in process of being renewed. Three other domain names (www.ProvincetownTourism.org, www.ProvincetownTourismServices.org, and www.Provincetownvisitorservices.org), registered by Lynne Davies, who paid for them on her own credit card when she served on the VSB, are in process of being transferred to the VSB. These names will link over to our new website. It is suggested that we look into purchasing other variations of the Provincetown Tourism domain name to maintain control of the name.

Fireworks:

The fireworks fund still needs \$16,500, and Hersh Schwartz advises that although the committee was able to come up with almost twice this amount in a short time last year, requests for money this time around are being answered slowly, or not at all. The next meeting is on May 14. Hersh is concerned that if the money is not available on June 1, when we have to commit to the use of the barge, we will lose it to another Cape town, many of whom want it. If this happens, it would be difficult to get the barge back.

Hersh will be distributing fliers to all businesses; the Banner is doing a weekly appeal; Candy from the Chamber is doing a request on Dunes Radio 102 and the PBG is sending out an eblast on Friday. Checks may be made out to the Provincetown Fireworks Gift Fund. Bob Sanborn agreed to deliver a case of Provincetown Stars (the Fireworks Fund musical CD) to Hersheldon Leather, for sale to benefit the fund.

Copier/printer

After a conversation with Pam Hudson in Town Hall, Bob Sanborn and Mick Rudd have concluded that it is most efficient and economical to purchase a copier/printer through the state's already vetted procurement process. They recommend the Savin C2828 digital color printer with postscript option. It has a 12 month warranty, including all supplies for the first year, and then a click charge beyond that would be in place for ongoing service. Assuming 5,000 black and white copies and 1,000 color copies per month, the annual cost to service would be approximately \$700 after the initial year's warranty period.

Motion: It is moved to purchase the Savin C 2828 at a cost of \$8,755.

Motion: Hersh Schwartz

Seconded: Mike Peregón

6-0-0

Election of Officers

Motion: It is moved to re-elect Rob Tosner as Chair of the VSB and Kathleen Fitzgerald as Vice Chair.

Motion: Mike Peregón

Seconded: Hersh Schwartz

6-0-0

Travel Writers:

The Tourism Director escorted a British travel writer from Traveler Magazine around Town yesterday. Another writer and Photographer from Dutch Esquire will be in town in mid-May. It is noted that host-guesthouses need to be chosen from a rotating list, rather than using the same ones for every travel writer. It is also noted that repeated use of some guesthouses is a function of non-response from others, after the request goes out to accommodate a travel writer.

PBG:

Michelle Haynes, and the rest of the board, congratulated Derick Cheeseboro-Weaver on the new PBG magazine.

Signage

It is recommended that the two proposed signs—second phase of Town Hall renovation, and acknowledgement of CPA funding—be combined on one sign, assuming that Phase Two is approved at the June Special Town Meeting.

Grant Contracts

The VSB's goal is to support and energize events that promote visitors to Town. To that end, it is agreed that requiring new-event promoters to do a 50/50 match for funds with advertising dollars may be detrimental to their efforts. It is recognized that good PR and in-kind donations, among other things, are as valuable as paid-for advertising. It is recommended that we simplify the grant application, and ask the promoter to do a post-mortem of their event to the VSB following the conclusion of the event. It was further suggested that going forward we should bifurcate grants into two categories of grants; one for new applicants that are starting events in town, and the other for existing and ongoing events that are greater than three years. The purpose would be to give greater latitude to newer events to utilize grant money, but place limits on existing events for how grant money is utilized. Kathleen Fitzgerald agreed to review and finalize the language for the 2010 grant master agreement.

Motion: It is moved that a new grant applicant will not be required to do a 50/50 match with advertising dollars for the initial three years of the event, and that from the fourth year and beyond the 50/50 match would be enforced. It was further moved that in-kind services, including for advertising and PR will qualify for the 50/50 match requirement.

Motion: Mike Peregou Jim Bakker 5-0-0 (Michelle Haynes left the meeting before this vote)

Media

Motion: It is moved to place a one time junior page ad in the 2010 edition of Group Travel Planner, at a cost not to exceed \$2,110.

Motion: Rob Tosner Seconded: Mike Peregou 5-0-0

Motion: It is moved to participate with the coop Art Colony Rack Card project, by paying 50%, up to \$1,000.

Motion: Mike Peregou Seconded: Hersh Schwartz 4-0-1 Jim Bakker abstained

Motion: It is moved to place three 1/6 page insertions in Curve Magazine, at a total cost not to exceed \$6,600.

Motion: Kathleen Fitzgerald Seconded: Rob Tosner 5-0-0

Motion: It is moved to place a half-page color ad in the Memorial Day edition of HX at a cost not to exceed \$650

Motion: Mike Peregou Seconded: Rob Tosner 5-0-0

Motion: It is moved to place a quarter page ad in the Washington Blade, at a cost not to exceed \$650.

Motion: Hersh Schwartz

Seconded: Jim Bakker

5-0-0

Motion: It is moved to place two quarter page ads in Philadelphia Gay news for a total cost not to exceed \$725.

Motion: Hersh Schwartz

Seconded: Jim Bakker

5-0-0

It is recommended that our website address be prominent in all printed promotions.

Bob raised an issue about an unpaid invoice received from CapeCodTravel.com for the electronic banner ad that has been on their website, which they claim is there as a result of a previous contract that they automatically renewed because they stated it is an "evergreen" contract that we have with them since 2006. The board agreed that we should not pay for this because it was not part of the approved media plan for 2009.

Historic Walking Tour:

Bob asked for clarification with regard to the Historic Walking Tour. The Board stated that It had previously agreed to participate with the design and printing of a Historic Walking Tour Brochure. Chuck Anzalone provided estimates of \$1,610 (plus shipping) for the design and printing of 10,000 brochures. The Board stated that this estimate is within what had been approved by them, but they asked to see the design as a next step. Additionally, Jim Bakker noted that Alix Ritchie is interested in pursuing VSB support for the acquisition of approximately 20 phone numbers, that someone could dial the number and listen to a recorded script to get additional information about an interesting part of town or an historic landmark (i.e. a cell-phone walking-tour plan).

Approval of Minutes for:

03/06/09

Motion: Jim Bakker

Seconded: Kathleen Fitzgerald

5-0-0

03/12/09

Motion: Kathleen Fitzgerald

Seconded: Jim Bakker

5-0-0

03/18/09

Motion: Jim Bakker

Seconded: Kathleen Fitzgerald

5-0-0

04/01/09

Motion: Rob Tosner

Seconded: Jim Bakker

5-0-0

04/09/09

Motion: Kathleen Fitzgerald

Seconded: Jim Bakker

5-0-0

04/15/09

Motion: Hersh Schwartz

Seconded: Jim Bakker

5-0-0

Old business:

Hersh wants the VSB to reconsider an earlier motion to pay \$5,000 for a bike rack because she believes the money is better spent elsewhere. Mike Peregon stated that he is still researching the issue and is pursuing

getting the bike rack donated or transferred from the Library. He will continue to update the VSB. No action was taken.

Bob Sanborn stated that he had touched base with the Beautification Committee to get an update on tree plantings along Ryder Street and Waterfront Park. He has a meeting with Barbara Rushmore next week to discuss, but at this point the trees have not been planted.

New business: None

Motion to adjourn:

Motion: Rob Tosner

Seconded: Kathleen Fitzgerald

Meeting was adjourned at 4:40 pm

Respectfully submitted,
Jackie Kelly