

Town of Provincetown
Visitors' Service Board
Meeting Minutes from
Wednesday, June 03, 2009
Tourism Office 330 Commercial Street

Members present: Rob Tosner, Chair; Hersh Schwartz; James Bakker, Michael Peregon; Michelle Haynes; Mick Rudd

Member absent: Kathleen Fitzgerald, Vice Chair

Staff: Bob Sanborn, Tourism Director; Jackie Kelly, Administrative Assistant – Tourism Office, David Gardner, Assistant Town manager; Radu D. Luca, Tourism Intern

Others Dan Hoort; Beau Jackett

Meeting was convened at 3pm

Public Statements

Dan Hoort reported that Celebrate Provincetown was a successful weekend, and that he is willing to volunteer again. He tracks statistics and will share that information with our office. He suggested that Easter of 2010 would be a good time for another similar weekend, and he and the Tourism Director will meet to discuss how they can leverage the event. Hersh Schwartz is in favor of announcing plans for the Spring early enough this year so that shopkeepers might plan to be open for it.

Dan advised that the missing logo/tag-line on two of the items submitted in Exhibit A was due to his misunderstanding. He was careful to have it included on all “printed” material—brochures etc, as required, but didn’t think to do so on newspaper ads.

Motion: it is moved that the \$888 and the \$99 advertising costs submitted with Celebrate Provincetown's Exhibit A be accepted as qualifying items.

Motion: Michelle Haynes

Seconded: Rob Tosner

6-0-0

Website Update—Beau Jackett

The Town's website needs a makeover. Civic Plus has agreed to allow the Tourism Office and the Town to share annual maintenance costs if they do the work to update the site, though it is not acceptable to have the Town as a sub-site to the Tourism Office, which would complicate domain names etc. The Tourism Director made the case that this office has unspent money as a result of his position being vacant for several months, as well as money not spent due to the resulting missed opportunities to advertise. We therefore have funds available to finance the Town's own website, and would reap the benefits of the Town's commitment to pay the annual upkeep

Motion: it is moved to authorize the expenditure of \$7,900 from the e-commerce budget to have Civic Plus enhance the Town's main website, which will complement our website, just completed; with the condition that the Town pay the ongoing \$3,000 annual maintenance fee, covering both websites, from the MIS budget.

Motion: Rob Tosner

Seconded: Michelle Haynes

6-0-0

The Tourism Director announced that our new website will “go live” this Friday, and also showed copies of a full color poster that we printed on the new copier/printer as our contribution to the Library's art weekend event.

Performance Review of Marlo Communications

Motion: it is moved to send a support letter of recognition to the Integrated Bicycle Feasibility Study for Cape Cod task force.

Motion: Mike Peregon

Seconded: Rob Tosner

4-0-0

Old Business

Mike Peregon reported that the DPW has agreed to use a back-hoe to clear an area near the bus stop to ready it for bike racks, which will be installed there and at nine other locations.

Moved to adjourn:

Moved: Rob Tosner

Seconded: Mike Peregon

4-0-0

Meeting was adjourned at 4:56

Respectfully submitted,
Jackie Kelly