

Town of Provincetown
Visitors' Service Board
Meeting Minutes from
Wednesday, June 17, 2009
Tourism Office 330 Commercial Street

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

Member absent: Michelle Haynes & Mick Rudd, (excused)

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

Others Don Knuutila

Meeting convened at 3:02pm

Public Statements

Don Knuutila reported that tickets are selling well for Carnival Week and that the PBG will have a Yellow Submarine float for the parade. He is disappointed with the VSB's and Tourism Office's change to include a resource directory of inns, restaurants, galleries and retail shops on the website. He views this as competitive with the PBG and Chamber websites, and prefers that Tourism Office website be a portal to the PBG/Chamber sites. Rob Tosner, Chair of the VSB said that the listing is not competitive with the PBG website, and that the board's obligation is to represent all businesses, not just those that are PBG members.

The directory is simply a resource for viewers of the Town's website. Additionally, links to both the PBG and Chamber sites are included on the home page of the Tourism Office site.

Tourism Director's report

The Tourism Director stated that the Fireworks Gift Fund has met its goal, and therefore there will be a fireworks this 4th of July. He shared the draft of a display ad planned for the Banner's July 1st edition (previously approved). He recommended purchasing 10 additional donation containers.

Motion: it is moved to expend \$256.90 for 10 more large boxes for the Fire Works donations fund.

Moved: Rob Tosner

Seconded: Jim Bakker

5-0-0

Bob also noted that there is now a sign on the Tourism Office building and spoke about the upcoming group of press that will be here during the Portuguese Festival weekend, including representatives from Boston Globe, Boston Magazine, Yankee Magazine and some freelance reporters. The itineraries are set, and Bob invited the VSB to join the reporters at a welcome reception at Crown and Anchor's Central House on Friday, June 26th at 9:30 during the Bobby Weatherbee show.

He also stated that he is working on the 5 Year Plan which is due this summer, and asked VSB members to forward him any suggestions for municipal projects for the 2011 plan.

Contract renewal- graphic artist

Bob stated that the contract with our graphic artist is set to expire at the end of June. Based on excellent performance, Bob recommended we renew the contract for an additional year in accordance with the terms of the existing contract.

Motion: it is moved to renew the graphic design contract with Graphics Group for one year.

Moved: Jim Bakker

Seconded: Rob Tosner

5-0-0

Old Business

Three bike shops in Town are donating 3 bike racks for the bus stop (which is one of the 10 locations planned in Town). The Beautification committee will improve that area and Jeff Rogers at Conwell Lumber will be selling us, at his cost—(retail \$20, his price to us-\$10), the bolts that will be used as hitching posts on the rotary near the Provincetown Inn. Mike Peregon will go to various locations, accompanied by Tony Lemme of Buildings and Grounds, to determine which type rack is appropriate at each spot.

Motion: it is moved to go forward with the purchase of bike racks for 10 locations, in consultation with Town personnel, the expenditure not to exceed \$3,000.

Moved: Kathleen Fitzgerald

Seconded: Hersh Schwartz 5-0-0

The design of the Historical Walking Tour brochure will be sub-contracted to Ewa Nogiec. because she already owns the map and it will be easier and less expensive to have Ewa overlay the historic homes on her own map, given the map will need to be manipulated and only Ewa has the ability to do this on her map.

New Business

It is suggested that we look for other uses of the VNRs (Video News Releases) (i.e. on public TV, on the website, trade shows etc.).

There will be only one meeting in July (on July 15) The July 1 date is cancelled).

Kathleen Fitzgerald announced that there will be a press notice for Women's Week.

The VSB wants to promote Provincetown as a dog-friendly town on the website.

David Gardner reported that Town Hall interior renovations will cost \$2.9 million rather than the \$3.2 million originally figured.

The Town is reporting 25% unaccounted water due to leakage.

Approval of Minutes

For:

05/20/09

Motion: Kathleen Fitzgerald

Seconded: Jim Bakker

5-0-0

For:

06/03/09

Motion: Kathleen Fitzgerald

Seconded: Jim Bakker

5-0-0

Motion to adjourn:

Moved: Rob Tosner

Seconded: Jim Bakker

5-0-0

Meeting was adjourned at 4:40pm

Respectfully submitted,

Jackie Kelly

