

Town of Provincetown  
Visitors' Service Board  
Meeting Minutes from  
August 12, 2009 at 3:00 pm  
Tourism Office 330 Commercial Street

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

Member absent: none

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

Others: David Gardner, Assistant Town Manager; David Guertin; Dana Faris; Candy Collins-Boden

Meeting was called to order at 3:03

## Agenda:

### 1. Public Statements

David Guertin reported that new mandates from the DEP which will affect groundwater rules this December could put us at risk for a “boil order” i.e. a requirement that drinking water be boiled rather than using it as supplied because tighter criteria will be implemented for testing water quality. (Provincetown did have a boil order in January of 2000.) The impact on Tourism is obvious, and the situation is a real potential unless we do adequate filtration. There will be an article on the warrant for the special Town Meeting on September 14 requesting \$2.7 million borrowing authority to fund capital improvements related to water filtration., which represents 25% of the cost because federal grant money will pay for the other 75%. David Guertin asked the VSB to consider writing a letter of support for the article and to get the word out to voters to show up at the Town Meeting to ensure there is a quorum. The VSB stated that they were supportive and asked the Tourism Director to draft a motion for their next meeting.

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### 2. Tourism Director Report

#### Water Conservation Card:

- Chuck drafted a graphic of a water conservation card for inns and restaurants.

**Motion: it is moved to print 5,000 lodging and 5,000 dining water conservation cards for \$359 each plus shipping”**

**Motion: Michelle Haynes**

**Second: Jim Bakker**

**7-0-0**

#### Cape Cod Times Ad

- Tourism Director polled VSB about placing ad in CCT and VSB was supportive. Chair directed placing ad.

Now need motion to approve ad.

**Motion: It is moved to run an anchor ad for \$225 per week every Friday from 7/31 thru 9/4 for total of \$1,350.**

**Motion: Mike Peregón**

**Second: Rob Tosner**

**7-0-0**

Signage for businesses in shoulder/off season

- Per request from meeting with retailers, we have created some drafts of signage for businesses to display in windows during should and off-season. Tourism Director presented drafts.

Schedule of events

- The new printing of the schedule of events has arrived and is now available. Eblast sent to businesses advising of new supply.

Provincetown Restaurant Week

Nov 6-12—includes Veterans' Day holiday

- 20 restaurants participating
- Galleries may join in for bundled art fest
- Shops will be offering sales
- Domain names, website, Facebook, Twitter, Press Release, photo, graphicsart

Restaurant Week is being promoted in Boston Globe, Cape Cod Life Magazine, and Zagat Buzz online, among other places.

Meeting with Governor

- Governor Patrick came to town on 7/24
- Bob received call from MOTT on 7/22 asking him to attend meeting because it was on tourism
- Bob told MOTT that he would help spread the word to ensure the right people were invited, and was told "this is an invite only event and they were handling" all invites.

Transportation Center

- BOS gave green light to move forward with study and grant application.
- 3 recent changes make this feasible: 1) Duarte is open to selling; 2) Federal Stimulus money would completely pay for it; and 3) Orleans turned it down making PTown the only logical option on outer cape.
- It will transform the face of Ptown and improve tourist amenities (restrooms, parking, meeting space, connectivity)

Questions were again raised about the oft-stated idea that the Town installs a shuttle service from an out-of-downtown-parking area. The consensus is that businesses and visitors don't want to be far from their vehicles; don't want to wait for a bus. The Transportation Center would implement a concept for expansion that has been considered and planned since the 80s and would position Provincetown as a car-free vacation destination.

Rob Tosner expressed his concerns that the true cost of this undertaking is not being discussed. It is similar to the sewer proposal, which, he said, resulted in our streets still being a wreck several years later. He is concerned that we can't maintain the properties we have, based on budget constraints, and this project will add to the burden. He also questions if Duarte's is the right location, based on his observations of Bradford Street around Duarte's area on a busy day.

Recent Press

- Today Show (10 Healthiest Beaches)
- Cover of Get Magazine
- Out at Night
- Cover of Savoir Flair Magazine

### Ceremonial Keys to Provincetown

- Bob would like Chuck to create an 11x17 professional graphic of a ceremonial key to the Town of Provincetown to have framed for presentation to distinguished visitors. He would like the Town Manager (or a Town Official) to present the first to Lily Tomlin on the evening of her benefit performance for the dog park on 8/29. It's an inexpensive way to get some promotional publicity for the Town, as well as to showcase certain events.

The VSB consensus prefers an actual key rather than a graphic. Bob stated that he had done some preliminary research and an individual key was approximately \$200, which he thought was expensive. The direction from the VSB was that they were okay with the cost, and directed Bob to get an official estimate for the next meeting.. David Gardner stated the Town will have a proclamation to honor Lily.

- National Lesbian Gay Journalists Convention

Recommend we have a table at the National Lesbian Gay Journalists Assoc Conference in Montreal on 9/11 (other key destinations attend) to meet and network with Travel Writers. For \$500, we would get table at Expo, registration, ½ page ad in brochure, ability to insert collateral material into their bags.

Michelle Haynes reminded the board that every major media in the country will be represented at this gathering—which is not a travel convention, but a meeting of mostly GLBT writers who write for the straight media, and is a great opportunity to make contacts.

**Motion: It is moved to approve \$500 for registration/booth/ad/collateral stuffing to NLGJA, plus travel for Bob Sanborn to attend conference in Montreal on 9/10-13.**

**Motion: Rob Tosner**

**Seconded: Mick Rudd**

**7-0-0**

### Fireworks Donation Cards

Bob asked if we should create a donation insert (would you like to donate \$10, \$25, \$50, \$100, or more) into annual water and tax bills?

Cost for 10,000 is \$900.

Discussion on this suggestion was postponed; it was determined that if at all, it would most likely be more effective in the Spring.

- Media Plan

Bob presented a Media Plan for the upcoming year. He stressed that media recommendations must be strategically placed. He recommended doing more on-Cape advertising, as well as placing GLBT ads in “special” (i.e. weddings, travel, pride, etc) editions of different publications around in key metropolitan areas because these special editions tend to be more widely circulated.

1. Cape Cod Times: Fall Ad Campaign

Bob recommend ¼ page ad in Sunday paper beginning 9/13 through 12/6 (13 insertions @ \$625

each) for total of \$8,125.

**Motion: Move to approve \$8125 for 13 insertions of ¼ page ad in Sunday Cape Cod Times beginning 9/13/09 and going to December 6, 2009.**

**Moved: Mike Peregón**

**Seconded: Hersh Schwartz**

**7-0-0**

2. Boston Magazine (Regional) is doing a special off season section for their October issue called Cape Cod & the islands in the Fall. We can take out a 1/3 page ad with editorial for \$2,200. (the cutoff is tomorrow)

**Motion: Move to approve \$2,200 for 1/3 page ad in Boston Magazine's Cape Cod & the islands Fall section.**

**Moved: Hersh Schwartz**

**Seconded: Rob Tosner 7-0-0**

Discover New England annual ad \$4,259—

Bob did not recommend taking this out again this year, and the VSB agreed. There was consensus that we should do more marketing in Europe, which is a key market segment. Bob agreed to look into different options.

#### **6. Approval of Minutes for 07/15/09**

**Motion Hersh Schwartz**

**Seconded: Rob Tosner**

**7-0-0**

#### **Old Business:**

A check will be cut on August 13 to cover the purchase of nine bike racks. Hooks have been installed at the rotary at the Provincetown Inn, and the area at the bus stop at the piers has been very much improved

#### **New Business:**

Alix Heilala would like a gift basket to be presented from the Town at the New England States Government Finance Officers Association, at their 62<sup>nd</sup> Annual Fall Conference.

Bob stated that he received a call from MOTT requesting a donation for travel costs for an entourage from MOTT to travel to Germany for the final pitch to host the Gay Games in 2014 in Boston. The board declined.

The Recycling and Renewable Energy Committee wants to see a recycling bin next to every trash bin (the Town has 170 trash bins, but only 4 recycling bins) – with the goal to eliminate the third barrel-pickup.

#### **Motion to adjourn:**

**Motion: Rob Tosner**

**Seconded: Mike Peregón**

**7-0-0**

**Meeting was adjourned at 5:00**

Respectfully submitted,  
Jackie Kelly