

Town of Provincetown
Visitors' Service Board
Meeting Minutes from
September 02, 2009 at 3:00 pm
Tourism Office 330 Commercial Street

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

Member absent: none

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

Others: David Gardner, Assistant Town Manager; Rick Murray, Candy Collins-Boden; Nick Robertson

Meeting was called to order at 3:03

Public Statements—Rick Murray reported that the benefit performance given by Lily Tomlin for the Provincetown Bark Park was very successful, in spite of the weather, and that Bob Sanborn, Rex McKinsey and his crew, and other volunteers added greatly to that success. Rick has twice asked for figures on the fireworks fund, but hasn't gotten them yet. He will report as soon as he has the information.

Nick Robertson, the new Executive Director of the PBG was welcomed, and introduced himself to the meeting.

Candy Collins-Boden spoke about the proposed meal and room tax increases. She will poll the Chamber members for their opinion; the Cape Cod Chamber of Commerce and several Cape towns are reportedly against it; (Yarmouth has put it on their town meeting warrant) and Candy is concerned that it could cause unfair tax competition if some towns approve the measure and others don't. Neither Rob Tosner nor Kathleen Fitzgerald is in favor, though Kathleen doesn't know what the other Women Innkeepers think about it. They are both in favor of short-term rental taxes.

David Gardner said the local option is meant to offset reductions in the budget although we don't know yet what next year's budget will look like; the Finance Committee and the BoS will be meeting within the next two weeks.

It was reported that Dixie Carter will not be part of this year's Tennessee Williams Festival, but that Betty Buckley will be featured.

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Tourism Director Report
September 2, 2009

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Water Conservation Cards:

- ➤ Cards have arrived and are available to business owners. –10 have picked up already

- Bob passed around an example at meeting.

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September 14th Special Town Meeting--

- Article 1 is requesting authorization for the Water Enterprise Fund to borrow \$2.7 million to pay for up to 25% for necessary capital improvements. (75% to be covered)
- The PBG Board voted unanimously to support this article.
- At the last meeting, the VSB directed Bob to recommend a motion.
- Bob presented a draft of a letter to send to the Town Moderator.

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Rob Tosner will finalize the letter, and will represent the VSB's position at Town Meeting.

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Motion: Move to support passage of Article 1 at September 14th Special Town Meeting, and to encourage voters to attend the meeting to ensure a quorum".

Moved: Rob Tosner

Kathleen Fitzgerald

5-0-0

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Meeting with Retail Shop and Gallery Owners & Restaurant Week

- Met with retail shop and gallery owners on 8/26/09
- Circulated recap of meeting to VSB
- Galleries and shops want to participate in Restaurant Week.
- Mike (Schoolhouse Galleries) is coordinating a Gallery Stroll on Sat, Nov 7th
- Need rack cards to promote restaurant week (and gallery stroll) (in addition to PR done by marlo)

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Motion: Move to approve printing of 10,000 cards for up to \$780 plus shipping.

Moved: Jim Bakker

Seconded: Mike Peregón

4-0-0

Candy Collins-Boden will ask the Route 3 Visitors' Center to carry the cards; it was also suggested that the cards be sent to second homeowners (approximately 1700 mailings) or perhaps to include them with the next tax bill (approximately 4700 mailings—the tax Collector will be consulted re this possibility). The Pilgrim Monument and Provincetown Museum will charge only \$1 entrance fee during Restaurant Week—and will promote a climb to the top of the monument as a pleasant way to burn off some of the calories ingested during the week; many galleries plan to be open 5-8pm for a Saturday night gallery stroll.

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Welcome Posters for Events

- We will be starting with Tennessee Williams Festival and following with Women's Week. Bob showed samples of these two posters, which the Tourism Office will print (and, using our new printer, at a price much lower than it would cost out of house), and will distribute them to shop owners.

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Ceremonial Key to Provincetown

- Lily Tomlin (Globe, Herald, Banner, USA Today)
- Restaurant Week (Examiner)
- Metro article (20 million circulation—highlighting Dolphin Fleet, Victor’s, The Waterford Inn, Café & Tavern, The White Porch Inn, and PAAM)

Agenda Items

Marketing Plan

Bob presented Media Plan at last meeting and the Marketing Plan at this meeting. He stated that a discussion of any municipal projects the VSB wants to take on is required before Bob can finalize draft of Five Year Plan. The Tourism Director presented a well-received printed version of the Marketing Plan, which Rob Tosner suggested be given to the BoS. Rob requested that the VSB discuss potential municipal projects at the next meeting.

Art in Windows

Hersh Schwartz spoke about the Art in Windows project and suggested a new size this year to accommodate smaller windows. There was a discussion about the cost to reproduce and mount the students’ art work and it was agreed to research several possibilities

Approval of Minutes

For 05/26/09—

**Motion: Michael Peregon
abstained)**

Seconded: Rob Tosner

6-0-0

(Jim Bakker

For 08/12/09

Motion: Jim Bakker

Seconded: Hersh Schwartz 7-0-0

Old Business

The Town now has the 9 bike racks which were purchased; Mike will facilitate installation right after labor day, and will solicit donations from bike shops for the Beautification Gift Fund to improve the bike rack area near the bus stop.

New Business

- Bob reported that the Town website, now in development, is similar to the Tourism Office website.
- He also said that Eric Dray has submitted Provincetown to the National Historic Trust to be considered as one of its ten historic destinations.
- Mike Peregon left a Town parking lot one evening, after the attendant had gone off duty, and which was still quite crowded. He suggests a sign that could be posted announcing to those who leave and are not charged that the parking “was on us” and thanked them for

being here.

- Candy Collins-Boden says we need a security port plan to make Provincetown welcoming to cruise ships; we had only one visit us this year.

Motion to Adjourn

Motion: Jim Bakker

Seconded: Michelle Haynes 7-0-0

Meeting was adjourned at 5:10pm

Respectfully submitted,
Jackie Kelly