

**Town of Provincetown  
Visitors' Service Board  
Meeting Minutes from  
September 16, 2009 at 3:00 pm  
Tourism Office 330 Commercial Street**

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

**Member absent:**

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

**Others: Nick Robertson**

1. Meeting was called to order at 3:00
2. Tourism Director's report

NLGJA Conference:

Bob gave a report about his attendance at the National Gay and Lesbian Journalists Association conference and said that he was able to get many valuable email address from the other attendees and will use them to send press releases etc.

- All major television networks, news outlets, and media were represented, including ABC, CBS, NBC, FOX, CNN, New York Times, Washington Post, NPR, Today Show, Reuters, Associated Press, Bloomberg, People, Advocate, Washington Blade, etc. It was an incredible opportunity to network and to invite reporters to Provincetown.
- Great networking opportunity for minimal investment. Also, great way to build up "Press Release" list.

Fall Ad Campaign in Cape Cod Times

- It began last Sunday, with a spot color of blue.
- We'll run the same ad next Sunday, which highlighted Restaurant Week and Tennessee Williams Festival.
- Bob has asked the Cape Cod Times to move the ad to the front of the paper
- Beginning on 9/27, we'll change the ad to highlight Restaurant Week, Women's Week, Columbus Day and Halloween.
- This campaign is the first time we have promoted specifically to the rest of the Cape.
- We are getting good press for Restaurant Week—the rack card will be coming out on Monday, and will be widely disseminated.

Cell Phone Tour

- Bob inquired as to whether there is any interest in putting together a cell phone tour of Provincetown?
- The VSB indicated that it would need a coordinator in order to move it forward. Bob spoke to Eric Dray to determine if Historic Commission has any interest in applying for a grant or building into their existing funding for Walking Tour, and agreed to attend their next meeting to get an update on the status of the Walking Tour.
- Bob stated that a third party (Audissey) could set a cell phone tour if scripts were provided for approximately \$1500, plus \$100-200 a month maintenance charge.
- Bob has seen an early draft of the Historic Walking map that Eric Dray & the Historic Committee has been working on.

## Recent Press

- Boston Globe (Restaurant Week)
- Marlo will attend the October 21 VSB meeting. The PBG will have their annual meeting on that same day, which is seen as an opportunity to invite Marlo to meet with the PBG. Bob will check with the Chamber to see if they also want to meet with Marlo.

## 3. Bike Trails

- Mike Peregon asked to have this put on Agenda. The seashore bike paths are now closed for rehab, during what has always been a very popular time for their use. The final phase of Province Lands Bike Trail construction will begin this month and be completed by December. The National Park Service plans a September 24 meeting to propose improvements to bike trails between Herring Cove and Pilgrim Park, which is a road now shared by cars, buses, bikes and pedestrians. Mike Peregon thinks it imperative to have a VSB representative at that meeting. Mike will represent the VSB, and Bob will also attend.

## 4. Municipal Projects

- We need to discuss which municipal projects to put money and muscle behind for FY 2011 and beyond so that Bob can complete the draft of the Five Year Plan. There are several thoughts for ways to spend the VSB municipal funds: new trash barrels; recycling barrels; enhanced & separated barrels for high traffic areas (all of which would hopefully preclude or reduce the continuing need for third-barrel-pickup).
- After discussion, it was agreed that new barrels would be a great improvement; that the fireworks will continue to need our support and that we will promote Town-wide events such as Restaurant Week. Mike suggested funds might go to new chairs for Town Hall, which, though they have been left out of the renovation budget, would make a real contribution during Town meetings and for its use as an entertainment venue. Michelle argued that our mission is to bring people into Town, and said that our municipal budget of \$20,000 to \$25,000 needs to be spent strategically & visibly now, before the next Town Meeting. It was noted that the Town plans that the restrooms at Fire Station #2 will be ready for the 2010 season, but that there is no money earmarked for attendants. The possibility of a grant that would pay for enhancement banners to be placed on utility poles up and down Commercial Street was discussed. It was emphasized that we have only \$25,000 to spend, and that maintenance of Waterfront Park must be included in that amount. Bob stated that he believed Waterfront Park to be a landscaping issue, which could be included in the Beautification Committee budget. The direction to Bob was to build the following thing into the Five Year Plan Municipal line item: 1) donation to Fireworks Gift Fund; 2) banners and mounts for Commercial Street; and 3) new trash and recycle bins and enhanced recycle bins in high tourist visibility areas.

5. Approval of Minutes: for 09.02.09

**Moved: Hersh Schwartz**

**Seconded: Mick Rudd**

**7-0-0**

## 6. Old Business

- Mike reported that there are 9 bike racks now in place: at the Tourism Office; at new Town Hall; two at the Grace Gouveia building, three at the bus stop; and one each at the West End parking area and at the Nickerson Street playground. Bob will work on getting a sign to thank Arnold's, Gale Force Bikes and Ptown Bikes for the donation of one bike rack each. Mike will be reimbursed from the still approved budget for covering the cost of cement to install the racks.

## 7. New Business

- The VSB directed Bob to propose a schedule for the FY 2011 grant cycle.

**Motion to adjourn**

**Motion: Rob Tosner**

**Seconded: Hersh Schwartz 7-0-0**

**Meeting was adjourned at 4:24**

Respectfully submitted,  
Jackie Kelly