

Town of Provincetown
Visitors' Service Board
Meeting Minutes from
October 21, 2009 at 3:00 pm
Tourism Office 330 Commercial Street

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

Member absent: Kathleen Fitzgerald, Vice Chair; Mick Rudd

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

Others: David Gardner, Assistant Town Manager, Candice Collins-Boden, Candace Nagle

Meeting was called to order at 3:05

1. Public Statements

Candy Collins-Boden: At least 28 businesses have agreed to unify their “open” look by putting white lights in their windows. The Chamber has arranged with Land’s End Marine Supply to get the first string of lights for each business at no cost, and others as needed at wholesale cost to make the Town appealing and festive.

2. Public Fountain for pets/people- Candace Nagle

The very successful Pilgrim Bark Park wants to build on Provincetown’s reputation as the ultimate canine resort, especially now that the BoS has passed a resolution making patio dining in Provincetown pet-friendly. Candace Nagle recently visited Carmel-by-the-Sea, California where she became aware of their “Fountain of Woof.” Following that lead, and with some research, she discovered that there was, at one time, a water fountain in town for dogs and horses—a gift from the Nautilus Club in 1913. Additionally, there exists a Public Fountain Gift Fund, which was set up with a \$500 gift from a Reverend Rider in 1985, specifically for a public drinking fountain to be located on the grounds of Town Hall. That \$500 has now appreciated to a value of over \$13,000. The Pilgrim Bark Park wants support for this project from the VSB, the Chamber of Commerce, the Provincetown Business Guild, and the Board of Heath. The VSB agreed to write a letter of support and provide it to Candace.

Motion: it is moved to support the recreation of an historical water fountain in front of Town Hall, and to use the Water Fountain Gift Fund to construct it.

Motion: Michelle Haynes

Second: Rob Tosner 5-0-0

3. Marlo Communications

A phone conference was held with Marlo and her office, to review “where we have been,” “where we are going” and placements over the last year. There have been 71 placements made as a result of their efforts. They arranged 17 itineraries, have gotten us into Yankee Magazine for next spring & summer, have promoted us as a pet-friendly destination, have written and distributed 12 press documents to pitch us as art, history, outdoors, LGBT, destinations, and many of these documents have been re-printed verbatim. In addition to First Annual Restaurant Week, and the many other promotions they have done on our behalf, they will continue to promote us as an off-season destination, and as an ideal place to marry.

Candy Collins-Boden commented that she thinks they are doing a fantastic job

4. Tourism Director Report

FY2011 Grant Application:

- Recommend we use the same application form that was used in the prior year.

Motion: it is moved to approve the FY 2011 Grant Application form.

Motion: Hersh Schwartz

Second: Michael Peregón 5-0-0

Tour Guide Appreciation Day:

- Is set for 10/29/2009. The Board of Selectman has proclaimed it Tour Guide Appreciation Day.
- We will be serving the pastries and coffee at the Monument to welcome them, then hosting a luncheon at the Lobster Pot.

Michelle Haynes noted, in the interest of parity, and since we use public money, it is essential that we offer the Tour Guide Appreciation Day to other restaurants in Town. A fair and equitable way to choose restaurants will be revisited. Candy Collins-Boden has gotten good responses for gifts to fill the Provincetown beach bags we give to the Tour Guides on their day here. Over 350 motor coaches have been here since Labor Day (75 more than last year).

Mandated Training :

- A new mandate from the State Ethics Commission requires all Town Employees and those serving on municipal boards take an online training program by 12/28/09 and provide a copy of the completion certificate to the Town Clerk.

Media Plan Recommendations:

- Group Tour Magazine: Recommend placing four ½ page ads for 2010. Recommended motion: Move to place four ½ page ads in Group Tour Magazine for calendar year 2010

Motion: it is moved to approve the placement of four ½ page ads in group Tour Magazine for calendar year 2010 for a total of \$10,931.

Motion: Mike Peregón

Second: Jim Bakker

5-0-0

- New England Travel Magazine: Recommend placing 2/3 page ad in 2010 New England Travel Magazine for \$4,265.

Motion: Move to place 2/3 page ad in New England Travel Magazine for 2010 for \$4,265.

Motion: Jim Bakker

Second: Mike Peregón

5-0-0

Note: Rob Tosner left meeting at 4:30

- Recommend placing ½ page ad for \$2,500 in special New England Gay Travel & Weddings being produced by Boston Spirit Magazine that will be mailed to all Boston Spirit Subscribers and targeted gay/lesbian couples in New York and Washington DC.

Motion: Move to place ½ page ad in New England Gay Travel & Weddings for \$2,500.

Motion: Jim Bakker

Second: Michelle Haynes

4-0-0

Recent Press:

- **Boston Globe**
- **CapeCodonline.com**
- **NorthJersey.com**

Five Year Plan Update

- **Input from last meeting incorporated.**

The VSB provided additional input to Bob, which he will incorporate and circulate a new draft. The Five Year Plan will be on the next VSB Agenda for approval, and will be presented to the Board of Selectmen at their meeting on November 23, 2009 meeting.

5. Approval of Minutes

Motion: Move to approve minutes of 10/7/09

Motion: Michele Haynes

Second: Michael Peregon

4-0-0

6. Old Business

None

7. New Business

None

Meeting was adjourned at 4:52pm

Respectfully submitted,
Jackie Kelly