

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
November 04, 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, Candice Collins-Boden,

Meeting was called to order at 3:00pm

1. Public Statements

2. Tourism Director's report

The Tourism Director attended the 10th Conference of Gay and Lesbian Tourism in Boston and hosted a coffee hour for participants.

The ceremonial keys that we plan to give to prominent personalities who promote Provincetown have arrived.

Arts Strategy:

- There is energy around creating a strategy to market Provincetown as a "current" Arts destination given there are 50+ galleries and several other arts related organizations, including PAAM, Pilgrim Monument and Provincetown Museum, FAWC, etc. Components of the strategy include:
- Create Tagline for marketing/branding purposes (i.e. Provincetown.....Where Art Lives)
- Gallery Guide (explore creating a tri-fold map of galleries, including visual images)-- Gallery owners are getting together to explore funding and how to do this.
- Advertising-- Johniene from Gallery Voyeur created a graphic strawman that could be used as an anchor ad or co-op advertising opportunity in media. Several gallery owners have requested we take out an ad in Art Collector in their July issue, which showcases Cape Cod. We would like to increase the impact of Provincetown in this issue. Recommend taking out full page color ad building on Johniene's strawman for \$2,500, which would give us editorial. (This ad normally costs \$2,800.)

- **Motion: it is moved to approve full page color ad in Art Collector for \$2,500.**

Motion: Mick Rudd

Seconded: Mike Peregón

7-0-0

Mike Peregón suggests running the same ad, using the same tag line in other places; Cape Cod Times, concierge desks etc.

- Branding Town as Arts Destination and branding Historic Gallery District: Bob will follow-up with Marlo Communications to direct them to ensure they are marketing Provincetown as a current Arts destination, showcasing new art (in addition to existing focus on the past—Hawthorne, Hensche et al). Also, Johniene suggested branding historic gallery district with a simple painted stripe down the

- middle of Commercial delineating the district. A group of gallery owners is scoping the project (width, length of stripe) so that it can be costed out, then they would go to BOS for approval and find funding
- Event: We discussed the possibility of an Arts Fest or Art Street Fair two to three times a year, whereby licensed gallery owners could set up a small tent on Commercial Street or a designated location near the historic district (PAAM or Johnson Street Parking Lot) during a limited window (i.e. noon to 4:00 on a Sunday in May/September or perhaps to coincide with Restaurant Week).
 - Banners: Bob told gallery owners that the VSB has not yet approved its budget request for FY2011, but at this point they are recommending \$12,000 for street banners. Assuming this gets approved by the VSB, it would require approval by the Board of Selectmen when it gets on their Agenda on 11/23. If approved, a small working group would need to be established to work through logistics (i.e. many telephone poles appear to have too many junction boxes on them, which may prohibit putting banner brackets on the poles).

Membership in ABA:

Annual membership in ABA is up for renewal for 2010. Recommend approval.

Motion: it is moved to approve membership in ABA for 2010 for \$475.

Motion: Kathleen Fitzgerald

Seconded: Jim Bakker

7-0-0

Grass Roots Marketing :

- Provincetown has an informal reciprocity agreement with Fort Lauderdale to facilitate cross marketing. Fort Lauderdale utilizes the Fire House to promote Fort Lauderdale in exchange for a free table (normal cost is \$475) to promote Provincetown at Fort Lauderdale Pride on 3/13 and 14th.
- Unfortunately, I am not available these dates, but I do believe this is a good opportunity to cross promote if someone is available.

Mike Peregon has volunteered to staff the Provincetown exhibit, since he plans to be in Fort Lauderdale at that time.

Cape Cod Times

- For our ad running on 11/1, the Sunday prior to Restaurant Week, the Cape Cod Times is upgrading our ad to full color for free. Additionally, approximately 21 local businesses have taken out small block ads that will surround our ¼ page ad to make an entire full page ad focused on Provincetown in full color.

Recent Press:

- Cape Cod Life

There was a discussion about the need for MPL restrooms to be open during the week, especially during Restaurant Week.

Motion: it is moved to authorize the Tourism Director to request that the doors to the restrooms be unlocked from 10-4 on November 9, 10, 11 and 12; to accommodate Restaurant Week visitors. It is required that this include restocking, cleaning and maintenance.

Motion: Mick Rudd

Seconded: Mike Peregon

7-0-0

The discussion continued to include signs in the parking lots announcing that parking in the off-season is free, and that the Town is happy to welcome these off-season visitors.

Motion: it is moved to approve the creation of signage for winter and off-season parking at the Municipal Parking Lot and at the Grace Hall Parking Lot, at a cost not to exceed \$300.

Motion: Mick Rudd

Seconded: Rob Tosner

7-0-0

3. Approval of Five Year Plan (FY2011-2014)

- Input from last meeting incorporated.
- On BOS Agenda for 11/23/09
- Need to finalize and approve.

Motion: it is moved to approve the FY2011-2015 Five Year Plan for presentation to the BOS on 11/23/09.

Moved: Rob Tosner

Seconded: Mick Rudd

7-0-0

4. Approval of Minutes:

Motion: it is moved to approve the minutes for October 21, 2009, as amended:

Motion: Mike Peregou

Seconded: Hersh Schwartz

7-0-0

5. Old Business

None

6. New Business

Feedback on Halloween was that it was a resounding success. The Town was full and the weather cooperated.

Motion to adjourn

Motion: Jim Bakker

Seconded: Mike Peregou

7-0-0

Meeting was adjourned at 4:45 pm

Respectfully submitted,
Jackie Kelly