

Town of Provincetown  
Visitors' Service Board  
Meeting Minutes from  
November 18, 2009 at 3:00 pm  
Tourism Office 330 Commercial Street

Members present: Kathleen Fitzgerald, Vice Chair; Hersh Schwartz; James Bakker; Michael Peregón

Members absent: Rob Tosner, Chair; Michelle Haynes; Mick Rudd

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

Others: David Gardner, Assistant Town Manager; Napi Van Derek; Candy Collins-Boden; Nick Robertson

Meeting was called to order at 3:00pm

1. Public Statements

Napi Van Derek commented on the lack of decorations for the holiday season in recent years. He has kept up all of his lights which were installed several years ago, when the Town encouraged businesses and homes to decorate, and said that his is one of the few buildings that appears open and inviting in the dark winter evenings. He hopes that the VSB will again encourage ways to make the Town more appealing to off-season visitors. He one time offered \$500 as a prize for the best decorations, and is willing to do it again. He offered to help with the process in any way that he can. Asked for his impressions on Restaurant Week, he felt that he didn't get many, if any, extra guests; that the people who did find their way to his restaurant came not knowing about the special promotion, and if they ordered from the special menu, did so because it was a good deal.

2. Tourism Director's report

**Housekeeping:**

- As previously reported, Tour Guide Appreciation Day was 10/29/2009. I neglected to get an official motion to approve expenditures totaling \$1,727 as follows: Coffee/Pastries: \$147, Pianist \$100, Lunch \$680, Transportation \$800.

**Motion: Move to approve \$1,727 for Tour Guide Appreciation Day 2009.**

**Moved: Mike Peregón      Seconded: Jim Bakker      4-0-0.**

**Motion: Move to approve \$150 for annual membership dues to Cape Cod Chamber of Commerce.**

**Motion: Hersh Schwartz      Seconded: Jim Bakker      3-0-1**

Mike Peregón voted against this motion and wanted to go on record that his objection is because the US Chamber of Commerce uses membership money in their efforts to defeat the national health-care reform bill now before Congress.

**Holiday Decorations:**

- DPW is putting up simple white lights to frame the doorways of Town Hall, Firehouse #3, Freeman

Street Library and the Provincetown Library. We are recommending wreaths be placed on each of these buildings, along with the white lights to make Commercial Street more festive during the holidays. A total of up to 8 wreaths not to exceed \$200.

**Motion: Move to approve purchase of lights and up to 8 wreaths not to exceed a total of \$400, subject to the Tourism Director's discretion.**

**Motion: Jim Bakker**

**Seconded: Mike Peregón**

**4-0-0**

**Restaurant Week :**

- Restaurant Week is over and the majority of the feedback was positive. The one issue that kept coming up is that many restaurants were not open all 7 days. I surveyed a number of business owners and received 48 responses (8 restaurants, 17 Inns, 13 Galleries, 9 Retail shops, 1 unidentified) as follows:
- 100% (48) would like a similar event in the future.
- Most (45) agreed that we should have one in the Spring, but it was split as to when (23 preferred first week in May and 22 preferred first week in June).
- 68% of respondents were positively impacted, while 32% were not impacted.
- See other comments in Attachment.
- There were a number of suggestions to build up the gallery component and a retail component.
- On the issue of all restaurants not being open for all 7 days, there were a number of suggestions 1) have two long weekends instead of one week; 2) allow some restaurants to be closed some nights but do better job of highlighting who is open when; 3) showcase 3 restaurants on the slower nights – i.e. showcase 3 on Monday, and another 3 on Tuesday and another 3 on Weds, etc; 4) Have a Restaurant Weekend in the Fall over Veterans Day and a Restaurant Week in the Spring
- Based on feedback, I recommend we have the 2<sup>nd</sup> Annual Restaurant Week Friday, June 4<sup>th</sup> to Thursday, June 10<sup>th</sup>, along with an Annual Fall Restaurant Weekend in November over Veterans Day from Thursday, November 11 to Sunday, November 14<sup>th</sup>.
- It was agreed that the Tourism Director will identify several options and present them to the Board at the next meeting.

3. Approval of Minutes

**It is moved to approve the minutes for November 4, 2009.**

**Moved: Hersh Schwartz**

**Seconded: Mike Peregón**

**4-0-0**

4. Old Business

5. New Business

**Move to adjourn**

**Motion: Mike Peregón**

**Seconded: Kathleen Fitzgerald**

**4-0-0**

**Meeting was adjourned at 4:21**

Respectfully submitted,  
Jackie Kelly

