

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
December 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 Peregón; Mick Rudd

Member absent: Michelle Haynes

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

Others:

Meeting was called to order at 3:05 pm

1. Public Statements

Nick Robertson reported that Holly Folly was considered very successful in spite of the bad weather on Saturday. The attendance at the Boston Gay Men's Chorus was up by 50 and the Shop Hop was good for business in general. The Monument did not report additional numbers, but plans to focus on radio advertising for next year's event.

2. Tourism Director's report

In the recent issue of La Bella Bride it listed the Top 10 Most Romantic Honeymoon Destinations. While Provincetown was not included in the top 10, it was included as a honeymoon destination for the "bohemian or unconventional couple" getting more coverage than any of the destinations listed in the top 10.

As an FYI, the BoS on Monday moved to the water fountain proposed for the grounds of the renovated Town Hall. They also moved to direct the Town Manager to move forward on planning a Town Hall Costume Ball Fundraiser for the soon to be renovated Town Hall Auditorium. Additionally, there is a letter-writing campaign under way that is designed to have 10,000 letters sent to President Obama and other dignitaries encouraging them to attend the Monument's 100 Anniversary Celebration.

Excerpts from two recent Surveys:

- Cape Cod Chamber's Annual Tourism: Why International Market is important?
 - International Visitor stays 4 times longer than average domestic visitor
 - Average European gets 4-6 weeks of paid vacation and vacation is priority
 - International visitor spends nearly 10x average domestic visitor
 - They are not "climate dependent". Make plans in advance and don't cancel due to weather.
 - New England is considered a "return trip destination"
 - Euro/Sterling is strong against dollar, and therefore US considered bargain.
 - Most likely visitors from Europe are from UK and Germany
 - German visitors to MA increased by 11%

- Community Marketing: 12th Annual GLBT Tourism Survey
 - Top US Leisure Destinations, Provincetown ranked:
 - Gay Men Lesbians

Schedule of Events for 2009:

Bob recommend doing a two-sided Schedule of Events immediately, and then the normal tri-fold once the tourism grants are approved. After some discussion, the VSB thought a two sided Schedule of Events is a good suggestion if it can be done earlier in the Fall, and that given we are approaching year-end we may have missed the opportunity for this year. Therefore we will pursue getting a bid for the tri-fold to be printed in February.

Trade-show booth/Roll-ups:

- Our roll-ups and the trade-show booth have a life-time warranty, which means we can get broken roll-ups repaired. However, trade show booth and roll-ups are dated. Rather than purchasing entire booth, we can simply replace the panels, which would be significantly cheaper. I recommend we replace the panels on the booth for \$2,550.63 (Original booth/panels cost \$5,451.77). Also, recommend shipping two of the original roll-ups back to manufacturer for repair given that the roll-ups are guaranteed for life.

Motion: it is moved to approve \$2,550.63 plus shipping for new panels for trade booth, and to approve shipping cost to ship two roll-ups to manufacturer for repair.

Motion: Hersh Schwartz

Seconded: Rob Tosner

6-0-0

Bob will ask Chuck Anzalone to do a design for a large backdrop for the new panels of the booth and show to the VSB before placing the order.

Mandatory On-line Ethics Training Required by Town

- Reminder that all VSB members must take the on-line State Ethics training prior to 12/28/09 and submit to me their certificate of completion. You can access the online training program at www.mass.gov/ethics (go to education and training resources, then click on online training program).

Next meeting on 1/6/2010

- I will be on vacation on 1/7 and 1/11, and will be leaving a little early on 1/6th, missing the next VSB meeting. I will circulate the Tourism Director report on 1/4th and Jackie will be here to represent the Tourism Office.

3. Approval of Minutes for December 2, 2009

Motion: Hersh Schwartz

Seconded: Kathleen Fitzgerald 6-0-0

4. Old Business

5. New Business

The Tourism Director reported that Paul Mendes is passionately pursuing the rebuilding of the lighthouse keeper's house at Long Point, to make them available as overnight accommodations. He will be coming to an upcoming VSB meeting to discuss.

Motion to adjourn

Motion: Rob Tosner

Second: Jim Bakker

6-0-0

Meeting was adjourned at 5pm

Respectfully submitted,

