

Visitor Services Board
May 7, 2008
11:00 a.m.
Judge Welsh Hearing Room

Members present: Kathleen Fitzgerald, Michelle Haynes,
Michael Peregón, Mick Rudd,
Rita “Hersh” Schwartz and Rob Tosner.

Members absent: Laurel Guadagno (excused)

Staff: Lisa Bowden, Tourism Director

Others: David Gardner

The meeting was called to order at 11:00 a.m.

Public Statements

There were none.

Waterfront Park

Rob Tosner said that there was an issue about the placement of the memorial trees and after a lengthy meeting with Barbara Rushmore, we’re back on track and the bid has been signed. Lisa Bowden said the changes have primarily to do with the width of the walkway.

The completion date is still a bit iffy but work has already begun - will cease during the Memorial Day weekend and resume after the holiday.

The following motion was made as a recommendation to the BOS:

Motion: Move that from this point forward – there will be no alterations, additions, or deletions to the landscape or hardscape of the Waterfront Park unless a recommendation is received from the Beautification Committee and/or the Visitor Services Board.

Motion: Mick Rudd Seconded: Hersh Schwartz Vote: 6-0-0.

Public Library

Mick Rudd said that the Provincetown Public Library is installing temporary landscaping which will be a vast improvement. The library has set up a volunteer committee and they are looking for commitments for a hand watering schedule.

Bus Tour Operator’s Taxi Fund

A meeting was held with the leadership of the Cape Cod Bus Tour Guides. The Tourism Director and the Chamber discussed a proposal with them to improve hospitality to the tour bus drivers. In the summer the shuttle stops at the Jerome Smith lot, allowing the drivers to easily get downtown. Travel during the fall is problematic after the shuttle reduces seasonal hours. It was decided to do a trial voucher system for six weeks in the fall – mid-September to the end of October. The Chamber of Commerce has pledged \$1,000 toward the vouchers. The VSB made the following motion:

Motion: Move to authorize allocation of \$1,000 (a match of the CofC donation) from the FY 2009 Tourism Fund to pay for the Bus Tour Operator’s Taxi Fund.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0.

Tour bus drivers also have a newsletter and it was thought that this would be a good place to publicize this policy.

COOP Grants

David Gardner advised that a copy of the contract be put on the Board of Selectmen's agenda.

Motion: Move to recommend that the VSB approve a \$10,000 co-op marketing grant to the Chamber of Commerce and a \$10,000 co-op marketing grant to the Provincetown Business Guild to be paid from the FY2009 marketing funds.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0.

David "Dixie" Federico Memorial

The Tourism Director proposed a kick off to the memorial paver drive in the Waterfront Park with a memorial paver for Dixie. Michael Peregón asked 1) do we have a gift fund set up for memorials?, 2) might we solicit for private donations?, and 3) shouldn't we be set up to do this before starting the paver initiative. His initial reaction is that this issue should be tabled for now.

Rob said that he would meet with Seamen's Bank about the Memorial Fund, as previously discussed, to find out how they did the Pilgrim Park memorial pavers. David said he thought that the original intention was that funding would be supplemented by a marketing plan and the amenities associated with this park could be further maintained.

Motion: Move to table the paver issue for now.

Motion: Mick Rudd Seconded: Michael Peregón Vote: 6-0-0.

It was requested that the next agenda contain the paver issue.

Tour Guide Appreciation Day

Motion: Move to recommend a motion to authorize the allocation of Tourism Funds towards the pin for the award not to exceed \$50.

Motion: Mick Rudd Seconded: Kathleen Fitzgerald Vote: 4-0-0.

Packaging Provincetown – Passport to Adventure

The Tourism Director presented the update to the former Ptown Pass – now called the Passport to Adventure – that is mentioned in the introduction. Mick Rudd introduced the draft of the new package being marketed at the whale watch, the dune tour and the Monument. boats now have one owner and basically the 3 attractions have agreed to a package. This was a long discussion with Rob asking, "Why is the VSB getting involved in this?" There were as many opinions as Board members and the subject was discussed thoroughly.

Trade Show Schedule

The Tourism Director presented the 2009 Trade show schedule for review by the Board. **Motion: Move to recommend allocation of funds, based on availability from the coordination and support budget line FY 2008 to pay for secretarial services to complete lead requests and database management in the amount not to exceed \$2,000.**

Motion: Mick Rudd Seconded: Michael Peregón Vote: 6-0-0.

The Board had a lengthy discussion on trade shows, schedules, and personnel/volunteer staffing.

Motion: Move to hold-off any vote on integrated marketing of web and trade shows until we have a better plan with all the people with whom we interact.

Motion: Michelle Haynes Seconded: Mick Rudd

Hersh said that she felt it was important to vote on the 2009 schedule so Michelle withdrew her motion above. After a bit more discussion, the following two motions were made:

Motion: Move to recommend approval of a contract with Unicomm. LLC for the Adventures in Travel Trade show in Los Angeles, CA February 14-15, 2009 in the discounted amount of \$2,975 from the FY 2008 marketing budget.

Motion: Rob Tosner Seconded: Michelle Haynes Vote: 6-0-0.

Motion: Move to recommend approval of a contract with Unicomm, LLC for the Adventures in Travel Trade show in Washington, DC February 21-22, 2009 in the discounted amount of \$2,975 from the FY 2008 marketing budget.

Motion: Rob Tosner Seconded: Michael Peregón Vote: 6-0-0.

Hersh requested that the Chamber of Commerce and the Provincetown Business Guild attend the next meeting of the

May		20

June	3	17

July	1	15

August	5	-----

September	2	23

October	7	21

November	5 (11:a.m.)-Wed.	18

December	2	16

It was thought that the Police Chief would be asked to attend the meeting on June 3rd.

Town Hall Rehab

Michael Peregon wondered if the VSB should try to have input on the final stage of the auditorium design since it will be a moneymaking venture. Rob said that there will be public forums and we can have input at that time.

Positive Spin

Rob said the Town should do more to put a more positive spin on issues of the Town Hall renovations. As in – stress the positive and downplay the negatives.

Possible Art Auction

Hersh is working with David Gardner on thoughts about having an auction to get money to put back into the art fund. There may be 35 or 40 new paintings that could bring in money.

Adjournment at 1:25 p.m.

Respectfully submitted,
E. Rogers Gaudiano

Approved by _____ on _____ 2008
Rob Tosner, Chair