

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
November 5, 2008 3 pm
Tourism Office 330 Commercial Street**

Members present: Rob Tosner, Chair; Kathleen Fitzgerald, Vice Chair; Michael Peregón; Mick Rudd; Rita “Hersh” Schwartz; Michelle Haynes and James Bakker

Member absent: None

Staff: Lisa Bowden, Jackie Kelly, Alix Heilala, David Gardner

Others: Dan Hoort & Don Knuuttila

Agenda:

1. **Public Statements:** Dan Hoort of the Somerset House Inn, & Celebrate Provincetown spoke about plans for an off-season non-stop bus from Boston to Provincetown. The bus will have a trial run on Valentine’s/Presidents’ Day Weekend 2009, will not compete with ferries or with Cape Air and will accommodate 56 passengers. It will leave Boston on Friday at 3 pm and return from Provincetown on Monday at noon. It is anticipated that the bus will cost \$32 per person, will operate once a month November through April, and will bring in \$8400 in room revenues (based on a full bus—28 double rooms for 3 nights). He also said that he hopes the VSB will consider setting aside \$2,500 in five-\$500 “seed money” grants to be used for more spontaneously planned events (e.g. Halloween etc). Don Knuuttila (PBG) spoke about Meet Your Man, Holly Folly and the Gay Men’s Chorus. He said the Cambridge and Boston Volley Ball Association is considering an event here during Family Week.

2. **Tourism Director’s Report:**

The Tourism Director’s Report revolved around Focus Communications and their invoices. We were billed \$11,000 for services rendered on a month-to-month basis after the expiration of their contract, which was \$24,000 for a 12 month period.

3. **Tourism Fund**

Alix Heilala, Municipal Finance Director, addressed the carry over and said that we are current as of November 1. She said that some grantees have not yet put in their requests, we had extra expenses for computers and that expenditures for Marlo Communications are budgeted.

Action item: The Tourism Director is asked to get figures from the Municipal Finance Director for receipts reserved for appropriations.

4. **FY 2010 Five-Year Plan**

The Tourism Director hasn’t renewed any contracts with advertisers. Michelle Haynes is pleased, thinking this will allow more advertising in German and English publications.

The Assistant Town manager recommended that we stay level with funding, and that the Tourism Director have latitude. He said that the Town Manager believes that the VSB should not be paying DPW & Police overtime in July & August, but that the DPW & Police are not in agreement.

The VSB chair surveyed members about percentages in the budget. The members are in agreement that marketing, advertising and coordination & support are in the right balance, but that beautification is in question.

Michael Peregon suggested that the VSB either commit an amount to fireworks-and to do it, or set up money for fireworks as a grant.

Bike racks are seen as important to our goal of being thought of as an ideal car-free vacation. Businesses in town are capable of renting 1,500 bikes per day. It is suggested that the VSB have a public hearing to state positions relative to bike racks, fireworks, the DPW third-barrel pick-up and restrooms. To this end, the VSB will postpone the scheduled November meeting until December.

There is nothing in the budget for signage for the Freeman Street building or for rest rooms.

Motion: Accept Tourist Director's recommendation to take \$21,136 from FY2010 Tourism Fund to be spent as outlined in her report.

Motion: Rob Tosner Seconded Hersh Schwartz Vote: 7-0-0

The VSB chair suggested that the term "general planting" be used rather than specific planting recommendations and that the beautification sentence be deleted in favor of more general guidelines.

Motion: Approve a proposal for \$10,000 in FY2010 as outlined in the Tourist Director's report with the general stipulation that the areas funded would include benches & expansion of flower beds on municipal property under beautification section of budget.

Motion: Mick Rudd Seconded: Michelle Haynes Vote 7-0-0

Motion: Approve a proposal for marketing in FY 2010 in the amount of \$210,000 to be expended as outlined in the Tourism Director's report & continue funding projects already underway.

Motion: Mick Rudd Seconded: Rob Tosner Vote 7-0-0

Motion: the VSB approves the expenditure of \$103,000 in FY 2010 under the grants portion of the Tourism Director's recommendations.

Motion: Mick Rudd Seconded: Rob Tosner Vote 7-0-0

Motion: Accept the Tourism Director's recommendation of an expenditure of \$79,000 under FY 2010 for Coordination and Support.

Motion: Rob Tosner Seconded: Jim Bakker Vote 7-0-0

5. Public Relations-message development

Mick Rudd, Michelle Haynes and Kathleen Fitzgerald have agreed to serve on a sub-committee to develop a message plan for the PR firm. They will present this plan, including major points of interest—retail, cultural, gay & lesbian-- to Marlo Communication. It was suggested that a facilitator

would be advantageous.

Action item: Michelle Haynes will try to enlist the support of someone in the community who will act as a facilitator on a pro-bono basis.

Action item: the Tourism Director is asked to speak with Marlo about the recent defeat of same-sex marriages in California, and its impact of Provincetown tourism.

6. Next Economy – PEDC

There is a sub-committee on tourism within the Next Economy format.

7. Old Business

Michelle Haynes would like to have minutes 3 days or a week before the next meeting.

Mike Peregon has determined that there are no bike racks in town storage, but that the Library has two that would work in front of the Tourism office.

Action item: The Tourism Director is asked to follow up on getting those racks for Freeman St.

8. New Business

Michelle Haynes emphasizes that every press release needs to be dated and have a contact name on the release so that inquiries can get through to someone; that there be high-res photos, (inns and decorated shops); that the Pilgrim Monument lighting be advertised as free and open to everyone; that visitors here for Holly Folly will be able to do the “inn-stroll” to see the holiday decorations and enjoy refreshments at no charge. It is also noted that parking is free off-season and Jim Bakker announced that entrance to the Provincetown Art Association and Museum is free during Holly Folly.

9. Approval of Minutes:

Motion: Move to approve the minutes of the Nov 26, 2007 meeting.

Motion: Mike Peregon Seconded: Hersh Schwartz Vote: 4-0-0

Motion: Move to approve the minutes of the November 6, 2007 meeting.

Motion: Mike Peregon Seconded: Hersh Schwartz Vote: 6-0-0 (Mick Rudd abstained)

Motion: Move to approve the minutes of the August 8, 2008 meeting.

Motion: Mike Peregon Seconded: Hersh Schwartz Vote: 4-0-0

Motion: Move to approve the minutes of the September 17, 2008 meeting.

Motion: Mike Peregon Seconded: Rob Tosner Vote: 4-0-0

Motion: Move to approve the minutes of the Oct 1, 2008 meeting.

Motion: Mike Peregon Seconded: Jim Bakker Vote: 6-0-0

Motion: Move to approve the minutes of the October 15, 2008 meeting.

Motion: Mike Peregon Seconded: Rob Tosner Vote: 5-0-0

Motion: Move to approve the minutes of the October 23, 2008 meeting.

Motion: Mike Peregon Seconded: Rob Tosner Vote: 4-0-0

Next meeting is scheduled for November 19, 2008 at 3:00

Meeting was adjourned at 5:10 pm.

Respectfully submitted,
Jackie Kelly

Approved by _____ on _____ 2008
Rob Tosner, Chair