

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
January 20, 2010 at 3:00 pm
Tourism Office 330 Commercial Street**

Members present: Rob Tosner, Chair; James Bakker; Michael Peregon; Mick Rudd

**Members absent: Kathleen Fitzgerald, Vice Chair; Hersh Schwartz; Michelle Haynes;
Staff: Bob Sanborn, Tourism Director; Jackie Kelly, Administrative Assistant – Tourism Office;
Others: David Gardner, Assistant Town Manager; Chuck Anzalone**

Meeting was called to order at 3pm

1. Public Statements

Ginny Binder requested a letter of support from the Visitor Services Board regarding efforts to pursue getting custody of Long Point and Wood End Lighthouses and rebuilding the Long Point Lighthouse keepers' house. She also made the VSB aware of her two applications for FY2011 Tourism Grants, one for an event and one for an enhancement to build a portal or website related to Provincetown lighthouses given Provincetown is the only US town with 3 lighthouses. While the VSB is generally supportive of her efforts, Rob suggested tabling taking action on a letter of support pending the decision of the Tourism Grants next week.

Rick Murray asked if unused Tourism Funds are reallocated to other grantees. Bob stated that unused funds are reallocated to the subsequent fiscal year tourism grant awards. Rick also recommended that we need to recapture the summer market, and therefore he supports the efforts of Lynette Molnar, who sponsors Girl Splash and Women of Color Weekend. He stated that grants should be awarded strategically to those that provide the greatest return to the town in terms of bringing tourists here and positively impacting the local economy. He further stated that he would not be leading the fundraising effort this year to raise money for the 4th of July fireworks.

2. Tourism Director Report

Trade Show Booth:

- Chuck Anzalone is attending the meeting to show a few options for a new backdrop for our Trade Show Booth. The VSB provided input on photos and font color, and asked Chuck to incorporate their recommendations into his final draft.

Tote Bags:

- Bob showed a copy of the tote bags that have been ordered.

Media Plan:

- Best Read Guide is offering the same proposal that they have honored for several years, which is six ½ page full color ads for \$1,680 per ad, with a free eighth page advertisement displaying the business names and page numbers of all other Provincetown advertisers. Best Read Guide is published May thru October. A decision was tabled on this recommendation in order to get input from the Provincetown Chamber on the value of this ad.
- Update on Marlo-secured placements related to Restaurant Week: Marlo secured 32 media placements related to Provincetown's 1st Annual Restaurant Week with a total circulation of 21+ million (estimated audience impressions of 53 million), estimated ad space cost equivalent of \$69,000 and estimated editorial value of in excess of \$200,000, which is testament to the value of leveraging our PR dollar (Out of pocket costs directly related to Restaurant Week for these ads and editorial were approximately \$1,000).

Route 6:

- The U.S. Route 6 Tourist Association is a Not-for-profit IRS 501 (c) (3) Corporation dedicated to the economic development and cultural preservation of inner cities, small towns and rural communities located along all 3,652 miles of the Grand Old Highway. There is a niche tourism segment of Route 6 enthusiasts that we should cultivate. Bob is pursuing getting a sign in Provincetown, the start of Route 6, that would disclose the total miles to the end, in Bishop California. Bob recommends we join this Association, similar to other towns along Route 6, for \$100.

Motion: Move to approve \$100 to join Route 6 Tourist Association.

Motion: Rob Tosner

Second: Michael Peregou

4-0-0

Discover New England Summit:

- 15th Annual Tourism Summit & International Marketplace is focused on selling New England Town's to European Tour Operators. It is recommended by both the Cape Cod Chamber and the Provincetown Chamber as an economical and focused way to sell Provincetown to Europe. It will be held in Newport RI on April 19-21. Early bird registration (prior to Jan 31) is \$795.

Motion: Move to approve \$795 plus travel to attend Discover New England Summit.

Motion: Mick Rudd

Second: Jim Bakker

4-0-0

3. Funding options for remote camera set up in Town Hall auditorium – PTV Beth O'Rourke

Beth and Ann Maguire requested whether the VSB had any money to support PTV's recommendation to put remote cameras in Town Hall for approximately \$50,000. The VSB stated that they had a limited budget in their Municipal line item (approximately \$20,000) for FY2011. They stated that they need direction from the Town Manager to understand what her priorities are for that money. She is scheduled on the Agenda for March 3rd.

4. Historic Walking Tour brochure - Stephen Borkowski

Stephen Borkowski from the Historical Commission provided an update on the Historic Walking Tour Brochure. He stated that David Dunlap, New York Times reporter, is donating his time to provide text. He provided an overview of selection criteria (started with sites in existing historic walking tours, limited to on or near Commercial Street, properties associated with famous artists and writers, and public buildings. The VSB asked the Historical Commission to document in its minutes the specific selection criteria for the 50 sites, and to ensure that the necessary rights for photos and text were obtained.

5. Approval of Minutes for January 06, 2010

Motion: Jim Bakker

Second: Michael Peregon

4-0-0

6. Old Business- None

7. New Business

John Thomas represented Great Music on Sundays at 5 to state that he was 11 days late in submitting a grant reimbursement request due to personal circumstances and requested approval for this exception. John also provided a brief post-mortem on his event and said that the event was flat year over year in terms of attendance.

Mike Peregon will vacation in Fort Lauderdale during February and March, and has volunteered to represent Provincetown at Fort Lauderdale's Pridefest. He'll take a roll-up display with him, and we'll ship collateral material as soon as it's available.

Motion: Move to approve late reimbursement request for Great Music on Sundays @5

Motion: Rob Tosner

Second: Mike Peregon 4-0-0

Meeting was adjourned at 5:05 pm

Respectfully submitted,
Jackie Kelly