

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
February 17, 2010 at 3:00 pm
Tourism Office 330 Commercial Street**

Members present: Kathleen Fitzgerald, Vice Chair; Hersh Schwartz; James Bakker; Michelle Haynes; Mick Rudd

Members absent: Rob Tosner, Chair; Michael Peregon; both excused

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

Others: David Gardner; Candice Collins-Boden; Beth O'Rourke; Rick Murray

Meeting was called to order at 3:02 pm

I. Public Statements:

Candy (Chamber of Commerce) was emphatic that this year, with all its historic significance—the Monument's 100th Anniversary and the designation of Provincetown by the National Trust for Historic Preservation as one of its Dozen Distinctive Destinations-- is a year when we must have Fourth of July fireworks. She believes that putting our heads together, we can devise a plan to keep the Fireworks, and not go yet again to the business community for all of the funds necessary to put them on. The actual cost for the pyrotechnics and the barge totals almost \$30,000, and the rest of the budget covers police, ambulance readiness, and DPW. It was noted that the VSB will be giving \$5,000, there is still \$3 or \$4,000 in the Fire Works Gift Fund remaining from last year, and there are pledges for about \$4,000 from merchants already in place. If the Town assumes the expenses associated with overtime, etc, it would be very doable for the business community to come up with the balance of \$20,000-rather than asking them once again to come up with the entire amount, and in fact, under those circumstances, Rick Murray would be willing to take on that part of the project again.

Motion: Move to recommend to the Board of Selectman that the Town budget for all expenses for Fourth of July 2010 Fireworks festivities within the appropriate Town departments, excluding the costs of the actual fireworks themselves.

Motion: Mick Rudd

Second: Michelle Haynes

5-0-0

II. Tourism Director Report:

Town Crier:

- Ken Lonergan donated his time to fly in and represent the Town in a marketing campaign during the Press Event held to showcase the distinctive destination award. As a result, we received significant publicity for the Town. While not necessary, I recommend we compensate him \$100 for his time.

Motion: Move to compensate Town Crier Ken Lonergan \$100 for helping to promote Provincetown.

Motion: Michelle Haynes

Second: Jim Bakker

5-0-0

Outstanding request from Ginny Binder (tabled from 1/20/10 meeting):

- At the meeting on 1/20/10, Ginny Binder requested a letter of support from the VSB on the Provincetown Community Compact's efforts to pursue a transfer of stewardship and management of Long Point and Wood

End Lighthouses from the American Lighthouse Foundation, as well as its efforts to raise funds to re-build the Wood End Lighthouse Keeper's house, which was tabled until after the FY2011 Tourism Grant decisions were made.

Motion: Move to issue a letter supporting Provincetown Community Compact's efforts to pursue transfer of stewardship and management of Long Point and Wood End Lighthouses from American Lighthouse Foundation.

Motion: Hersh Schwartz

Second: Jim Bakker

5-0-0

Mick Rudd suggested that the lighthouses be listed as Historic places with the National State Registry to preserve them as historically significant, rather than leave the potential for contemporary use.

23rd Annual Governor's Conference on Travel and Tourism:

- Governor Patrick is holding a one day conference on Travel and Tourism in Boston on March 24th, which Bob recommends we attend. Registration is \$99.

Motion: Move to approve registration of \$99 to 23rd Annual Governor's Conference on Travel and Tourism, plus travel costs to Boston.

Motion: Mick Rudd

Second: Hersh Schwartz

5-0-0

Plymouth Visitor Info Center:

- Despite state and local budget cuts impacting travel information centers across Massachusetts, the Plymouth County Development Council/CVB will stay open 24 hours. Recommend we pay \$300 annual fee for brochure distribution.

Motion: Move to approve \$300 for brochure distribution at Mass Info Center on Route 3 in Plymouth

Motion: Hersh Schwartz

Second: Jim Bakker

5-0-0

Media Plan:

- Good media buys for Curve and Beige in that we are getting free ads from both as a result of our earlier buys. Curve is giving us an additional insert and Beige is giving us a free page advertisement to go along with our advertorial.
- 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.
Note: this was tabled from last meeting to get input from Provincetown Chamber. After consulting with Candy, Bob recommended we do 2 of the ads in May, June, September and October.

Motion: Move to approve two ½ page full color ads in Best Read Guide for May and June, at a total of \$3,360.

Motion: Michelle Haynes

Second: Hersh Schwartz

5-0-0

- Fugues, the preeminent gay publication in Montreal is offering a special for Provincetown ads because Provincetown is 1 of 3 cities their readers are likely to visit (in addition to New York and San Francisco). Distribution is 50,000. They are offering 1/3 page ad in 4 issues at \$1,700 (normally \$2,200) or ¼ page ad in 4 issues for \$1,350 (normally \$1,920). This is a key demographic for Provincetown.

Motion: Move to place 1/3 page ads (4 insertions) for \$1,700 in Fugues.

Motion: Michelle Haynes

Second: Jim Bakker

5-0-0

III. Provincetown General Bylaw Section 8-15. Hours of Entertainment and Amusement Operation. Rick Murray has requested letters of support from Chamber and PBG, and would also like to get one from VSB to support extending business hours to 2 AM between Memorial Day and mid- September for businesses with entertainment licenses. Rick sees this as a way that businesses can keep up with mounting expenses, and could keep staff, without having to raise the price of drinks.

Motion: Move to write a letter of support to amend the Provincetown General Bylaw Section 8-15 to extend business hours to 2 am between Memorial Day and mid-September for businesses with entertainment licenses.

Motion: Michelle Haynes

Second: Jim Bakker

5-0-0

IV. Provincetown TV—Beth O'Rourke had submitted an FY2011 grant application for \$6,000 to launch a live web stream. While the grant was not approved, some of the discussion was that there may be some limited money available in the marketing budget. Beth formally requested \$3,000. Beth explained the benefits of having a webstream on-line by June or July at the latest, and sees the connection between PTV and the VSB as obvious. Live streaming will let people watch our broadcasts remotely from their own homes (eg: second-home-owners) and will allow the sending of epostcards to alert them of programs. Beth plans for studio content, but also plans to feature people in the field. She had asked for seed money—the original request for \$6,000—but now, considering that a webcam could conceivably compete with businesses offering the same, will drop the webcam, and is asking for \$3,000 for the live stream. Bob will know at the next VSB meeting whether there is money in the marketing budget to cover this, and asked that the vote be tabled until the next meeting.

V. “Walk The Line” proposal ---A group of east end gallery owners is looking for approval from the Board of Selectman to paint a 6” to 9” wide bright orange or green stripe down Commercial Street in the Historic East End Gallery District. This is part of a broader strategy to re-brand Provincetown an “arts destination” that includes a number of components. This is a very simple and cheap (they will fund it) way to brand or delineate this historic part of town. They are requesting a letter of support from the VSB to take to the BOS meeting next week. Bob recommends approving this letter.

Motion: Move to approve writing a letter to BOS recommending support of “Walk The Line” proposal for spring .

Motion: Mick Rudd

Second: Hersh Schwartz

5-0-0

VI. Approval of Minutes for minutes for January 20, 2010

Motion: Hersh Schwartz

Second: Jim Bakker

5-0-0

VII. Old Business: None

VIII. New Business: None

Meeting was adjourned at 4:45 pm

Respectfully submitted,

Jackie Kelly