

**Town of Provincetown  
Visitors' Service Board  
Meeting Minutes from  
March 03, 2010 at 3:00 pm  
Tourism Office 330 Commercial Street**

**Members present:** Rob Tosner, Chair; James Bakker; Hersh Schwartz; Michelle Haynes; Mick Rudd

**Members absent:** Kathleen Fitzgerald, Vice Chair; Michael Peregou

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

**Others:** Sharon Lynn, Town Manager; David Guertin, Vernon Porter, Rick (Wave) Kapler, John Goodrich, Nick Robertson, Rick Murray

**Meeting was called to order at 3pm**

**1. Public Statements**

Vernon Porter, from the Town's Disabilities Commission, spoke in favor of an article on the upcoming warrant that would require funds received from handicap parking violations go towards the benefit of persons with disabilities, and requested the VSB's support for this article.

**Motion:** Move that the VSB support an article on the upcoming warrant that requires fines assessed for violations of handicapped-parking regulations be deposited into a separate account and be used solely for the benefit of persons with disabilities.

**Motion:** Mick Rudd

**Second:** Rob Tosner

**5-0-0**

Rick Murray spoke against the room and the meals tax. While he doesn't plan to speak against it on Town Meeting floor, he believes that both will be a burden on all B&Bs and restaurants.

Rick also explained that the BoS is committed to taking on half the cost of the Fireworks this year (i.e. the public works costs) and there will be an article on the

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upcoming warrant. Therefore, the business community will need to raise the other half, which is approximately \$20,000 to pay for the barge and the fireworks themselves. He stated that the VSB has already committed to donate \$5,000 and there is a remaining balance in the fund of approximately \$4,000, leaving a net balance to be raised of approximately \$11,000. As a result of this development, Rick has agreed to assist in raising the balance needed for this year's fireworks.

## **2. Tourism Director's Report:**

### **BOS Meeting 2/22 and Licensing Board Meeting 2/23**

- BOS voted to approve Walk the Line proposal
- BOS voted to put article on warrant to transfer free cash to cover cost of fireworks if volunteer group would raise the remaining \$20,000, of which \$5,000 would be contributed by VSB and there's \$4,000 balance in gift fund, leaving a remaining balance to be raised of approximately \$11,000.
- BOS did not take a position on the proposal to extend entertainment hours to 2 AM in summer, but Licensing Board on 2/23 did vote to sponsor an article on the warrant.
- BOS approved 2010 Farmers Market

### **Meeting with BOS for approval of grant recommendations**

- We need to meet with BOS to get approval of FY2011 Tourism Grants. Bob is proposing 4/26. Bob also reminded the VSB that Lynette Molnar had recommended we modify the terms of the Grant Agreements to delete the 50% rule for reimbursement for established events that are greater than 3 years old. The VSB agreed that 4/26 is a good date, but decided to not recommend modifying the terms of the Grant Agreements.

### **Outstanding items:**

- There is an outstanding request of the VSB from Provincetown TV for \$3,000 to fund web streaming. After some discussion, while the VSB is supportive, the consensus was that this request is premature until Provincetown TV developed tourism related content that could be streamed.

### **Boston Concierge Association:**

- Bob has an opportunity to speak before the Boston Concierge Association at the meeting in April or May. They are extremely selective about who they allow to address them. This is an excellent opportunity to network and sell Provincetown to key ambassadors in Boston. Additionally, Bay State Cruises has agreed to give free transportation to the Concierges and their partners in later June (most likely June 22<sup>nd</sup>) to come to Provincetown for a day. Bob will be working with the Chamber and PBG and business owners to try and get local businesses to make a donation/discount available to the Concierges to showcase some of the local businesses. This could be similar to Tour Guide Appreciation Day, albeit much more free form. This will require travel to Boston.

**Motion: Move to approve travel to Boston for the Tourism Director to address the Boston Concierge Society Association in accordance with Town's travel policy.**

**Motion: Hersh Schwartz**

**Second: Michelle Haynes**

**5-0-0**

**Women's Flag Football Tournament:**

- Bob received a call from Diane Beruldsen, President of the International Women's Flag Football Association about bringing their tournament back to Provincetown. This event could bring a minimum of 8 teams (15 per team) and their partners, possibly bringing up to 200 people to Provincetown to sleep and eat in late September. Lots of history here. Bob is looking for a place for them to hold the tournament, possibly Jerome Smith Field, however they would like to know that they would not automatically be excluded from applying for a Tourism Grant if they commit to stay and eat in Provincetown, but are forced to use a field outside of Provincetown. Essentially they just want to know where our thinking is at this point, even though they understand there's no commitment that they will even get a grant, but they just want assurance they won't be excluded from consideration.

The VSB discussed and the consensus is that we should welcome them back to Provincetown, and should help them find a field in town if there is one available (i.e. Jerome Smith) that meets their standards. The VSB also agreed that they would not

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be automatically excluded from applying for a Tourism Grant if they eat and stay in Provincetown, but have to use a field outside of town.

**Media Plan:**

- Boston Magazine this year is showcasing Cape and the Islands in its June issue (last year was “Summer in the City”). This is great target market opportunity. A full color ½ page ad is \$3,150. **Recommended Motion:** Move to approve ½ page ad in Boston Magazine for \$3,150. The VSB asked Bob to ask if Marlo Communications recommends this opportunity and whether we would get any editorial content with the ad. Therefore, the motion was tabled.
- Best Read Guide: On 2/18, the VSB approved 2 half page ads in Best Read Guide in May and June issues for a total of \$3,360 (\$1,680 each, which is our rate for 6 insertions). Because we are only doing 2 insertions, the rate will increase to \$2,993 per issue for a total of \$5,986. At the last meeting the direction was not to go higher. Bob just wants to clarify that we will not be placing this ad. The consensus is that it is not important for the Town to promote this ad, since so many individual businesses do advertise in it. This ad is targeted to the drive-market, so equivalent amount of funds will be used for ads in the Cape Cod Times, and possibly for radio ads. Therefore, the consensus is to pass on this ad.

Rick Murray observed that Exhale Magazine currently has a good rate, at \$500 for a full page ad, which includes editorial.

**Motion: Move to place a \$500 full page ad in Exhale Magazine.**

**Motion: Hersh Sheldon**

**Second: Michelle Haynes**

**5-0-0**

**Spring Restaurant Week and Gallery Stroll**

- Feedback from the 2009 Restaurant Week/Gallery Stroll was that we need to have an Event Guide to clarify hours of operation of restaurants to avoid confusion given that all restaurants are not open all week. Therefore, we plan to issue an event guide clarifying hours of operation.

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**Motion: Move to approve \$1,200 plus shipping for 10,000 printed Restaurant Week/Gallery Stroll Event Guides.**

**Motion: Mick Rudd**

**Second: Michelle Haynes**

**5-0-0**

**Photo Shoot:**

- We need new images to market Provincetown. Traditionally the Tourism Office had photo shoots every year or two, but has not had one in the past several years. Accordingly our library of images is stale. Bob has a proposal from a local photographer to do a photo shoot for us, which will include updated photos of men/women shopping/dining, as well as beach and lighthouse scenes. The photographer's estimate is \$900 for 3 separate photo shoots, and we'll need 11 models for \$100 a piece. Rob Tosner, Michelle Haynes and Hersh Sheldon will form a small subcommittee to storyboard the photo shoot in advance with the photographer.

**Motion: Move to approve photographer and models, for a shoot to total \$2,000, subject to advance storyboard meeting with subcommittee.**

**Motion: Jim Bakker**

**Second: Rob Tosner**

**5-0-0**

- Additionally, for \$229 we can join shutterstock.com and get 25 high resolution images, which is a nominal cost for a wide variety of images that could be used for marketing purposes.

**Motion: Move to approve membership to shutterstock.com for \$229.**

**Motion: Mick Rudd**

**Second: Rob Tosner**

**5-0-0**

**3. Status of Town Hall Auditorium**

Sharon Lynn reported that Town Hall is coming along well, and is on schedule for completion and on budget. The unbudgeted items include stage curtains and lighting for which there are two quotes for similar amounts (from Barbizon for \$27,601 and from High Output for \$25,800) for fire retardant curtains, with town seal and with shears behind them. We have bids for lighting as well, and it is hoped that the work will be done before we move back to Town Hall, rather than later. Sharon is seeking sources of funding to pay for these unbudgeted items. Additionally, she

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stated that her priority for any available municipal funds in the FY2011 Tourism Fund be allocated towards these items. Sharon also reported that it is possible to have Commercial Street repaved from Johnson Street to Atlantic as part of the storm water grants as soon as next season, and asked everyone picture a day when Town Hall is renovated and Commercial Street is repaved. She also stated that the new restrooms in Firehouse #2 will be ready by Memorial Day.

**Motion: Move to approve funding from the Tourism Fund for stage curtains for Town Hall Auditorium, of which \$19,668 will be earmarked from available municipal funds in the FY 2011 budget and up to \$7,933 will be paid out of available marketing funds.**

**Motion: Michelle Haynes**

**Seconded: Mick Rudd**

**5-0-0**

**4. Update on Water and Wastewater projects:**

David Guertin, Public Works Director, and John Goodrich, Waste Water Facilitator, provided an update on upcoming projects. They stated work will soon begin on Howland Street, though there will not be any waste water work done in summer. Work will be done with a USDA \$20 million dollar grant, and it also looks promising that there will be an additional \$6.1 million dollars from USDA for North Union Field. John Goodrich stated that the work will go on for 2 years, (however, not in-season)—and that an improved vacuum system will be part of the project—Repaving will not be part of this grant, except for repaving areas of new construction. Their primary objective is to facilitate communication. They stated that there will be notices posted in the Banner, and asked for the VSB's support in passing along communications the business community. The VSB agreed that communication is critical to avoid surprises, and Guertin to keep the Tourism Office informed so they could pass along information to the Provincetown Chamber and PBG.

**5. Room Tax Update**

The Town Manager reported that there will be articles on the upcoming warrant to increase the room tax and the meals tax. Additionally, she reported that there will be an article to change the distribution of the rooms tax to the Tourism Fund. While the article will propose to reduce the percentage allocated to the Tourism

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Fund, it will result in increased dollars based on current projections and assumptions. The Town Manager stated that the Town needs additional money for building maintenance, Route 6 maintenance, an ambulance, health insurance, a vehicle replacement plan for DPW, a police vehicle and a special funds account for funding the events such as the fireworks, and that she doesn't want to pursue a prop 2.5 override, except for the library renovations. Rob thanked the Town Manager for her update and stated that the VSB would be considering its positions at its next meeting. Michelle Haynes, who will not be here for the next meeting, expressed a concern about raising the rooms and meals tax, and stated for the record that it is very important that we be careful not to build a perception that Provincetown is an expensive tourist destination.

**6. Approval of Minutes for February 17, 2010**

**Motion: Hersh Schwartz      Seconded: Michelle Haynes      5-0-0**

**7. Old Business: None**

**8. New Business: None**

**Meeting was adjourned at 5:15 pm**

Respectfully submitted,  
Jackie Kelly