

**Town of Provincetown  
Visitor Service Board  
Meeting Minutes from  
Tuesday, February 6, 2007  
Judge Welsh Room**

Chairman Lynne Davies convened the meeting at 10:05 AM noting the following attendees:

**Members Present:** Lynne Davies, Chairman; Kathleen Fitzgerald; Laurel Guadazno; Mick Rudd and Hersh Schwartz

**Excused Absences:** Peter Bez, Vice Chairman; Michael Peregou

**Other attendees:** Bill Schneider, Administrative Director of Tourism; David Gardner, Administrative Assistant II; Candice Collins-Boden, Chamber of Commerce; Michelle Couture, Board of Selectman; Patrick Eleey, Architect; Austin Knight, Historical Committee; Rex McKinsey, Harbormaster; James Mack, Beautification Committee; Cherri Mittenthal, Cultural Council; Barbara Rushmore

**WATERFRONT PARK INITIATIVE**

Patrick Eleey presented a preliminary plan of the proposed Waterfront Park Improvement Project. Previous MPL plans indicate approximately 334 existing parking spaces, which include both handicap and motorcycle parking spots (284 spaces were indicated on the previous plan). Next steps include revising the preliminary plan to include the comments from today's meeting; following-up with the Chief of Police to obtain input on the proposed parking lot changes; and requesting the Harbormaster to organize a meeting with members of the fishing community concerning the design and utilization of the courtesy float and loading dock area.

**WINTER GUIDE INITIATIVE**

Winter Guide to be revised and updated to reflect February and March for the remainder of the season. The guide will be posted on the PTO website with links from both the Chamber and PBG websites.

**BRING LITE TO RYDER STREET**

**MOTION:** Move that a letter be sent to the Portuguese Festival Committee expressing regret that the grant application was withdrawn and reinforcing the VSB's support for the Bring Lite To Ryder Street initiative.

**Motion by:** Mick Rudd; **Seconded by:** Hersh Schwartz; **Yea: 5; Nay: 0; Abstain: 0**

**APPROVAL OF MINUTES**

**MOTION:** Move to approve the minutes of the January 9, 2007 meeting as submitted.

**Motion by:** Laurel Guadazno; **Seconded by:** Hersh Schwartz; **Yea: 5; Nay: 0; Abstain: 0**

**MOTION:** Move to approve the minutes of the January 23, 2007 meeting as submitted.

**Motion by:** Laurel Guadazno; **Seconded by:** Hersh Schwartz; **Yea: 5; Nay: 0; Abstain: 0**

**MOTION:** Move to approve the minutes of the January 24, 2007 meeting as submitted.

**Motion by:** Laurel Guadazno; **Seconded by:** Hersh Schwartz; **Yea: 5; Nay: 0; Abstain: 0**

**TOURISM DIRECTOR'S REPORT**

Thanks to the video magic of Steve Eliopoulos from Gravity, Inc., the second VNR featuring Provincetown's history and heritage has been completed. "Traditionally Provincetown" will be added to the PTO website and featured in an email news blast to members of the American Bus Association as a cross promotional opportunity.

During the period from December 17, 2006 through January 15, 2007, the PTO's web banner ad on the CapeCodTravel.com website (in collaboration with our advertising contract with *Best Read Guide*) had

15,939 ad views, resulting in 51 pass-through hits.

Since January 1, 2007, 50 leads were received from the PTO website. In addition, six direct requests were received, 1 request was received from *ARTnews*, 14 requests were received from *Group Tour Magazine* and 1 request was received from *Instinct Magazine*.

New ads have been prepared for *New England Travel and Life* and the ITB special email blast issued by *eTurbo News*.

The ADT spent part of last weekend with representatives from the ad agency retained by Asahi beer, scouting locales for a commercial featuring Boston Red Sox pitcher Daisuke Matsuzaka.

The ADT and Tourism Office Administrative Assistant will be traveling to Los Angeles on Friday to promote Provincetown at this week-end's Los Angeles Times Travel Show at the Long Beach Convention Center. This two-day consumer trade show is one of the Adventures in Travel Expos sponsored by the Travel Industry Association of America. Because the Recording Academy's annual Grammy Awards will be telecast on CBS television Sunday evening from Los Angeles, we are working on cross-promotional opportunities to showcase Provincetown as the perfect getaway destination for music industry professionals.

The ADT has drafted two proposals for the annual Traffic Hearing requesting BOS approval for the parking rebate initiative and Provincetown Farmers' Market in the Ryder Street parking lot.

A draft of the Annual Tourism Report, incorporating a variety of tourism indicators, will be presented to our travel partners at the February 21, 2007 VSB meeting.

At the request of the VSB, the ADT has requested a price quote from the DPW regarding directional signs to help guide people to the comfort station.

At the request of the Harbormaster, reprinting the Provincetown Harbor Guide will cost \$2,946 for 2,000 copies. Additional quotes will be obtained by the ADT from the Harbormaster's Office for reprinting 5,000 and 10,000 copies.

The meeting adjourned at 12:05 PM.