

**Visitor Services Board Meeting Minutes
July 20, 2007 - 10:00 a.m.
Judge Welsh Hearing Room**

Members present: Peter Bez; Kathleen Fitzgerald, Vice Chairperson; Laurel Guadagno; Michael Peregon; Mick Rudd (arrived at 10:13 a.m.); Hersh Schwartz and Rob Tosner, Chairperson.

Members absent: None

Staff: Bill Schneider, Tourism Director

Others: Lisa Bowden, Candi Collins-Boden, and Dom Rosati

The meeting was called to order at 10:05 a.m.

Agenda:

Public Statements

Candice Nagle spoke regarding the proposed dog park. She will be meeting with the Board of Selectmen (BoS) on Monday to present her proposal. She feels dog parks will increase tourism. The only one currently located on the Cape is in Dennis. She has a petition with over 427 signatures in favor of one. People expect this amenity when they visit. She also has a letter of endorsement from CASAS and owns two dogs.

Lisa Bowden gave an update on the ICON report. (Mick Rudd arrived at this point.) Michael Peregon mentioned that we have an obligation to complete an historic walking trail and he would like to make this an agenda item as soon as possible.

FY 2008 Media Plan

Bill Schneider presented the proposed FY 2008 media plan. This plan represents a significant investment. The plan for FY 2008 was presented in detail which included a comprehensive list of all the proposed expenditures.

Mr. Schneider stated eco-tourism embodies the wave of the future and recommended replacing “Natural New England” with “Audubon” in order to capture that audience. Mr. Schneider is also planning a “concierge night” to help promote Provincetown initiatives.

People are much more apt to see an ad and go to the Internet and the Tourism Director explained the plan to upgrade the PTO website and add web link pages of the various organizations in Town instead of trying to encompass one constantly-changing calendar. He added that we still need a disclaimer - perhaps from Town Counsel - before this portion of the site is updated. The annual tour guide appreciation day scheduled for Friday, October 26th will include lunch and a tour of the Fine Arts Work Center. The GLBT VNR will be shot on August 15-16.

Mr. Schneider also stated that Provincetown has become a leader throughout the Commonwealth in

marketing and promoting Provincetown as a premiere destination. We are in a position that we have never been in before. We are promoting the Town as an all-inclusive eco-friendly destination.

Each member of the Board was asked to provide their comments about the proposed media plan.

Rob Tosner – to Bill – You’ve brought together a level of professionalism to the office and we sincerely thank you for all your efforts.

Michael Peregon – we’ve talked about radio advertising – WBUR is a separate marketing grant that we have. It wasn’t included as a component. This would have made the picture a little more complete and this component should be stressed.

Laurel Guadagno was very happy with most everything that was presented.

Rob Tosner suggested that Bill touch base with Michelle Haynes who is the PR person for the local airline. Regarding the Calendar of Events – there seems to be a lot of confusion. If we can just take the lead in getting out the future years’ event calendars that would be helpful. The PBG has determined the date for carnival for next year. Mr. Schneider responded by saying that he sends the first draft of the event calendar to all that supplied the information and asks for their input. Mr. Tosner suggested having a tentative calendar for 2009 available by May 2008 – that would be of value.

Kathleen Fitzgerald also applauded all of Bill’s efforts. She then wondered if there were ways on the website to give video postcards of happenings - like clips.

Peter Bez said “We’ve come light years from where we were. He’s not sold on Boston Spirit. He feels \$7,500 might be better spent on other regional publications.

Mick Rudd echoed everyone’s sentiment. “We’re managing to create an image, which includes all and champions our diversity.” The area he’d like to get into would be regional advertising on the Cape – as in “day trippers” which has negative connotations but we should encourage this. We need to depend on people who are staying up Cape where there are more accommodations. We also need to work on promoting the season from Thanksgiving to New Year’s.

Mr. Tosner, referring to Mr. Rudd’s “day trippers” comment, said, “I think we’d like to promote that.”

Ms. Schwartz has found that people who come to Cape Cod will always come to Provincetown.

Mr. Tosner concluded by saying that maybe we should cultivate the day-trippers who are already on the Cape.

Change Machine Purchase and Installation Request

The simple answer to the request is NO. It costs between \$400 and \$600 to purchase a machine and it might be more feasible to look at an alternative. All the coin machine vendors who were approached expressed concern when they realized it was going to be used outside.

Signage Update

DPW has provided the cost estimate of a highway sign to cross-promote the distance to the end of

Route 6 in California. It will cost between \$6 and \$10K for a breakaway sign, which is required for safety reasons.

To find a funding source for this sign, Candi Collins-Boden said that Route 6 is a state highway. Candi continued, “We’re at the beginning of the highway – we’ll be highlighted and photographed – and we have to create a sign. This sign would be a good thing for us. It’s something we shouldn’t really ignore. The sign proposed is much like we now have. Bishop, CA 3,000-odd miles.”

It was recommended to see if the Tourism Director could get any money from the state. Mr. Rudd said that we should pursue this and further said that there used to be a sign near the Moors, which was stolen on a regular basis. Mr. Tosner said that the consensus is that the Tourism Director should look into this. Everyone agreed.

Ms. Collins-Boden continued by saying that last Monday night the BoS approved repaving Commercial St. – it has become a great big thing. We do need new signage as long as they’re redoing the entire street. A large committee has been formed so we can figure out where all the signs should be and shouldn’t be. Also – all the signs should be uniform and attractive. For MacMillan Pier, there are no signs to direct people. Ms. Collins-Boden will have a meeting some time next week.

Mr. Tosner felt that we should assign someone from the VSB to work with Candi and her signage committee. Mr. Peregon and Ms. Guadazno both volunteered to do that.

Motor Coach Initiatives (Driver Incentive, Wake Up in P-Town)

There should be some consideration given to transport drivers from the Jerome Smith lot to and from the downtown area. A discussion ensued about discount meals for drivers and Mr. Tosner suggested a map that provides restroom locations be designed. Mr. Schneider will look into this and present a proposal. Ways in which tour operators could consider coming here and perhaps spending the night in Provincetown were also discussed. The drivers talk amongst themselves and good word of mouth would be very valuable. Ms. Collins-Boden said that the bus drivers have an extraordinary amount of power.

Motion: Request the Director of Tourism investigate discount vouchers to be issued by cab companies for tour bus drivers.

Motion: Hersh Schwartz Seconded: Peter Bez Vote: 7-0-0.

Traffic Control

A discussion regarding summer police officers ensued. The police have a week-long orientation to familiarize officers with the Town. Does it address sensitivity training? That concern must be addressed. Also having the police direct traffic would be desirable.

Tourism Director’s Report

August 8th is the next scheduled beach cleanup.

Update on the Waterfront Park. A revised plan will be presented at the August 10th VSB meeting followed by a site inspection. Following this meeting, a public hearing will be scheduled for September 5th. The Board of Selectmen should be invited to attend the August 10th meeting – especially the site inspection.

Minutes

Minutes of June 19th

Motion: Approve the minutes of the June 19th meeting.

Motion: Kathleen Fitzgerald Seconded: Laurel Guadazno Vote: 6-0-1 (RT)

Minutes of June 25th

Motion: Approve the minutes of the June 25th meeting.

Motion: Kathleen Fitzgerald Seconded: Laurel Guadazno Vote: 5-0-2 (PB, MR)

Old Business

Mr. Tosner attended the BoS meeting last week where second home-owners issues were addressed. The BoS had lists of goals and they'd like them to be very specific and quantified.

New Business

There was a discussion begun by Rob Tosner and concluded by Bill Schneider regarding the 40th birthday bash that the police interrupted on July 14th after three excessive noise complaints were ignored. Bill was supportive of the police and felt the party attendees should have complied with the request.

The historic and cultural walking trail initiative was next discussed. It will be an agenda item and the Tourism Director will forward it to other committee members and to Michelle Jarusiewicz. Mr. Peregon mentioned that the VSB has previously requested the Historical Commission for comments about what should be included. The Historical Commission has not yet provided the information requested.

Adjournment happened at 12:07 p.m.