

# TOWN OF PROVINCETOWN VISITOR SERVICES BOARD

MONDAY, JULY 11, 2005

JUDGE WELSH HEARING ROOM

Chairman Lynne Davies convened the meeting at 11:04 a.m. noting the following attendees:

VSB members: Lynne Davies, Chairman; Peter Bez; Kathleen Fitzgerald; Laurel Guadazno; Michael Peregon; Mick Rudd; Hersh Schwartz

Other attendees: Bill Schneider, Acting Tourism Director

Recorder: Cynthia Curran

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The following are meeting minutes, in brief:

Lynne Davies congratulated Bill Schneider on becoming the Acting Tourism Office Director.

Approval of minutes of 6/21/05. Minor corrections were noted.

**MOTION**: Move that the minutes from the June 21, 2005 VSB meeting be approved as amended.

**Motion by**: Kathleen Fitzgerald **Seconded by**: Mick Rudd **Yea 3 Nay 0 Abstain 4**

Chairman Davies presented a budget update. Ms. Davies noted that per her records, the Restroom budget line from the VSB Municipal budget, was overdrawn. The VSB was charged for receipts over the allocated amount. Ms. Davies has set up a meeting with DPW personnel to clarify and resolve this issue.

Ms. Davies also noted that \$50,000 has been committed to the Shuttle, but in the past the full amount was not used. After the bill has been audited, the difference will be put back in the budget. The refund from the previous year (approximately \$32,500), which is not shown on the budget, will revert to the VSB Municipal budget. Some of these funds have possibly already been allocated. Ms. Davies said she will review the situation with Bill Schneider.

Regarding grants, approximately \$19,000 committed dollars has not been spent and will roll over into the FY 2006 budget to reimburse receipts from FY2005 grants.

The issue regarding the referral of travel writers to local guesthouses was next on the agenda. Bill Schneider said that when he receives a request from Michael Patrick, he forwards it to the PBG and the Chamber who send out an email blast to their members. Mr. Schneider said that he tried to get a list of guesthouses from the Licensing Agent, but wasn't able to. Ms. Davies said that she and Mick Rudd will work on a list of places willing to give comps for rooms, meals, etc. from the Chamber and PBG respectively. Bill Schneider will check the list with the Licensing Agent. They plan to have this done within two weeks. Ms. Davies suggested and the VSB agreed that the issue be revisited later in the season.

## Marketing Update

The discussion continued with some ideas for Bill Schneider to research.

1. The Board is interested in reaching a younger audience of potential visitors (18 to 30).
2. Ms. Davies would like Mr., Schneider to research Travel Expos in Canada
3. Ms. Davies is interested in more shows for the general public, in addition to trade shows.
4. She would like Mr. Schneider to find out what the amount of the Association Dues is for the budget.
5. Mick Rudd also brought up the idea of advertising in magazines to reach people interested in nature. Some possible areas are kayaking, bird watching and fishing.

The next topic was the co-op ad grants for the Chamber of Commerce and the PBG. Last year they were each given \$10,000.00. In the past these have been matching grants. Mick Rudd said that it has been difficult for the Chamber to match the grant and asked that the matching aspect be removed from the grant. After some discussion a motion was made.

**MOTION:** Move to approve grant contracts with the Chamber of Commerce and PBG for co-op ads for \$10,000.00 each (with no matching necessary).

**Motion by: Peter Bez    Seconded by: Laurel Guadagno    Yea 6 Nay 1**

Lynne Davies brought up the possibility of last minute deals on ads. Sometimes an advertiser drops out and the VSB is offered space. There was some discussion about whether the ads should be only in periodicals where the VSB already advertises or if new magazines should be tried.

**MOTION:** Move to create a reserve marketing fund for FY2006 to provide additional advertising within the fiscal year as recommended by the Office of Tourism.

The motion was tabled until the next meeting so that the amount of reserve money available is established

The VSB website was the next topic of discussion. The Board has been given an estimate of \$6300.00 by KISS Computing. Ms. Davies advised allowing extra money in case it is needed.

**MOTION:** Move to approve a contract with KISS Computing for up to \$7500.00 for the design, development, and hosting of the VSB website (estimated at \$6300.00).

**Motion by: Lynne Davies    Seconded by: Mick Rudd    Yea 7 Nay 0**

**MOTION:** Move to approve the amount of \$1500.00 for Tour Guide Appreciation Day.

**Motion by: Peter Bez    Seconded by: Hersh Schwartz    Yea 7 Nay 0**

Discussion of the E-newsletter was tabled pending additional cost information from Constant Contact.

**MOTION:** Move to approve \$6000.00 for the 2006 Calendar of Events cards and posters.

**Motion by: Peter Bez    Seconded by: Laurel Guadagno    Yea 7 Nay 0**

Bill Schneider then presented information about advertising leads. Mr. Schneider recommended advertising in *Bay Windows*.

**MOTION:** Move to approve \$4875.00 for a contract with *Bay Windows* for the insertion of quarter page ads for 26 weeks.

**Motion by: Lynne Davies    Seconded by: Laurel Guadagno    Yea 7 Nay 0**

Mr. Schneider suggested placing a full-page ad in the January/February 2006 issue of *Curve* magazine, which will feature weddings and romance. The Board asked Mr. Schneider to contact *Curve* about doing a related article on Provincetown. They also requested that he issue a press release about the fact that 1000 gay couples have been married in Provincetown.

**MOTION:** Move to approve the insertion of two one-third page ads in *Curve* magazine (\$2406.00 for each ad) in the January/February and March/April issues.

**Motion by: Lynne Davies    Seconded by: Peter Bez    Yea 7 Nay 0**

Bill Schneider brought up *411* Magazine, but did not recommend it. He did think that the VSB should consider

advertising in the 2005 *Destinations Network Travel Guide*. This comes out in the fall and has a shelf life of one year.

**MOTION:** Move to authorize the Tourism Office to negotiate an ad in the 2005 *Destinations Network Travel Guide* for an amount up to and including \$1500.00.

**Motion by: Mick Rudd Seconded by: Hersh Schwartz Yea 7 Nay 0**

Lynne Davies suggested possibly using a different URL for the website address in order to gauge the response form this ad.

Next GLEEBOSTON, a trade show in Boston, was discussed. Because it is right after the New York show and in Boston, it was decided that someone should attend the show as a visitor, but that the VSB would not have a booth there.

Peter Bez brought up *411* Magazine again. He said that since the VSB wants to target Florida, it might be a good place to advertise. After some discussion a motion was made.

**MOTION:** Move to authorize the spending of up to \$4600.00 for advertising in *411* in FY2006.

**Motion by: Lynne Davies Seconded by: Peter Bez Yea 6 Nay 1**

Michael Peregon suggested exploring the possibility of marketing to college students in Metro Boston. Mick Rudd said that although they don't usually have much money to spend, they may return when they are older. After some discussion, the Chairman asked Bill Schneider to investigate rates for the Boston Phoenix and to find out information about similar free publications in Providence.

#### OLD BUSINESS

Lynne Davies brought up a list of "Things to Do."

1. Solidification of Tourism Support Plan for the BOS.
2. Grant Committee
3. West End bathrooms
4. Heritage Trail
5. Marketing Plan

Ms. Davies said the Board should establish goal dates and determine when proposals need to be presented to the BOS. She also said that a public meeting should be scheduled to get feedback about the Heritage Trail. Mick Rudd said that it might be efficacious to have one-hour meetings every week in order to keep the process moving along and to give more support to Chairman Davies. It was then decided to meet again next week for a one-hour meeting.

**NEXT MEETING: July 18<sup>th</sup>, 2005 at 11:00 a.m.**

**MOTION:** Move to adjourn the meeting at 1:05 p.m.

**Motion by: Kathleen Fitzgerald Seconded by: Michael Peregon Yea 7 Nay 0**