

**TOWN OF PROVINCETOWN
VISITOR SERVICES BOARD**

MONDAY, AUGUST 22, 2005

JUDGE WELSH HEARING ROOM

Chairman Lynne Davies convened the meeting at 11:00AM noting the following attendees:

- VSB members: Lynne Davies, Chairman; Peter Bez; Kathleen Fitzgerald; Laurel Guadazno; Michael Peregon; Mick Rudd (arrived 11:10 AM); Hersh Schwartz

Other attendees: Bill Schneider, Acting Tourism Director; Michelle Jarusiewicz, Acting Assistant Town Manager and Grant Administrator

Recorder: Cynthia Curran

The following are meeting minutes, in brief:

APPROVAL OF MINUTES OF 8/15/05

- **MOTION**: Move to approve the minutes of the August 15, 2005 VSB meeting as written.

- **Motion by: Peter Bez** **Seconded by: Kathleen Fitzgerald** **Yea 6 Nay 0**

BUDGET UPDATE

Chairman Lynne Davies distributed copies of the FY05 and FY06 budgets. The total amount carried over from FY05 is \$54,240.90. She went through the breakdown in each category. Michelle Jarusiewicz noted that in the FY06 budget the amount being carried over should be separated from the new budget and shown for each category. Some of the money shown as being carried over has already been assigned to specific uses (such as staffing). Ms. Jarusiewicz said the new budget should just talk about the new funds, but can mention that funds will be carried over. Lynne Davies said the funds can be used only in the area to which they were originally assigned, unless the BOS approves a variance. Some projects fit into more than one category however, so there is some flexibility.

GRANT REVIEW PROCESS UPDATE

The ad for the public hearing has been placed in the Banner. The hearing will be on Tuesday, August 30.

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INTERNATIONAL CONFERENCE ON GAY AND LESBIAN TOURISM

- **MOTION**: Move to approve travel expenses for the International Conference on Gay and Lesbian Tourism of \$1,900 for one person; with an additional \$1,575 for a second person (a member of the VSB) if approved by the BOS; with the total not to exceed \$3,475.

- **Motion by: Peter Bez** **Seconded by: Michael Peregon** **Yea 7 Nay 0**

TOURISM DIRECTOR'S REPORT

Bill Schneider mentioned the Out and About Travel Awards given by *Planet Out*. Provincetown was listed as one of the Five Best Gay Resort Towns. Fairbanks Inn and Gabriel's also received awards. He has written to their press liaison to encourage them to consider Provincetown as the number one destination for same sex marriages for next year's awards.

Mr. Schneider also presented copies of some articles that have been written about Provincetown recently. He said that

he has pitched a story to Channel 7 about the upcoming PAAM re-opening and the annual lighting of the Pilgrim monument.

The Phoenix banner ad has been launched and the first winner has been chosen. The average age of the people who completed the form was 35.

The promotional bags for the trade shows were discussed next. Mr. Schneider supplied photos and prices of the different options. A design and colors were discussed and decided upon.

MOTION: Move to approve \$780 for pamphlet bags, with the option to negotiate for a better price.

Motion by: Peter Bez Seconded by: Kathleen Fitzgerald Yea 7 Nay 0

Peter Bez left the room for the following motion.

MOTION: Move to approve a design fee of \$150 for the shopping bag.

Motion by: Hersh Schwartz Seconded by: Michael Peregón Yea 6 Nay 0 Abstain 1 (PB)

Peter Bez returned to the room.

The promotional bag will be yellow with blue writing. Mr. Schneider will present a mock-up to the Board.

Mr. Schneider said that he has contacted seven firms about updating the travel booth. He is still waiting for estimates and brochures.

BIKE RACK UPDATE

Lynne Davies suggested that since it is almost the end of the season, the bike rack proposal should be tabled for now. She said that it shouldn't be dropped, but the Board should aim for next season. Laurel Guadagno said that she supports the idea of matching grants for business owners who will put up a bike rack. The Board agreed to table the discussion for now.

RFP UPDATE

The RFP's for the public relations firm and the graphic design firm are still being worked on. The board members have received copies of other RFP's. Mr. Schneider and Ms. Jarusiewicz would like comments from the members. Lynne Davies reported that Robin Haueter has offered to review the RFP to ensure its completeness and focus.

BRANDING

Lynne Davies said she had spoken with Robin Haueter who said that estimating \$20,000 for the public relations firm was reasonable. She said that branding was not what she had thought it was. Ms. Davies said that branding involves identifying core values, which guide everything else. Peter Bez said that he wondered if working on branding would take time away from other important issues and whether it would make the VSB's marketing more efficient and successful. Ms. Davies said the original idea came from the Adams Grant. She said that Robin Haueter would charge \$800.00 a day to work on branding. Some of the cost could possibly come from the Adams grant or from the VSB. Some members felt that although a slogan ("Like nowhere else") has been chosen, there needs to be more community input and consensus. Ms. Davies felt that it is important for all Provincetown advertisers to use the same slogan (if they use a slogan). Mick Rudd said that the slogan cannot be copyrighted. Ms. Davies said that through use it can become the intellectual property of the Town. She said that the slogan was based on marketing perspective rather than core values. Kathleen Fitzgerald wondered if an expert was needed to work on branding and how one would get everyone involved in the process. Michelle Jarusiewicz said that the Adams grant runs until December 31. She thought that the fall would be a good time, because many people go away in the winter. She said that there may be money available from the grant and the VSB could also put in some money. Ms. Davies said that an RFP would be needed to hire a facilitator. She asked the board members to think about who needs to be involved and bring a list to the next meeting. She said that she will update EDTF of our discussion and the presentation.

Laurel Guadagno left at 12:20 PM.

Ms. Davies summarized a procedure on this topic: create an RFP for a facilitator, develop core values using a facilitator and involving the stakeholders. Michael Peregon thought that the stakeholders could potentially be a large group. Ms. Davies felt it could be contained. She thought that the goal was for the VSB to be the unifier for town marketing and to get the tourist economy back to what it used to be.

NEXT MEETING: Tuesday, September 6th at 10:00 AM

The next meeting will be a two-hour meeting. From now on the meetings will be the first and third Tuesdays of the month.

The meeting was adjourned at 12:28 PM.