

**TOWN OF PROVINCETOWN  
VISITOR SERVICES BOARD**

TUESDAY, SEPTEMBER 27, 2005

JUDGE WELSH MEETING ROOM

Chairman Lynne Davies convened the meeting at 12:35 PM noting the following attendees:

VSB members: Lynne Davies, Chairman, Kathleen Fitzgerald; Laurel Guadazno; Hersh Schwartz

Absent VSB Members: Peter Bez, Michael Peregon (excused absences); Mick Rudd

Other attendee: Bill Schneider, Acting Tourism Director

Recorder: Cynthia Curran

The following are meeting minutes, in brief:

RFP – GRAPHIC DESIGN FIRM

Chairman Lynne Davies said that the purpose of the meeting was to hear presentations of the design firms who had responded to the request for RFP's. She said the Board wished to make a decision based on a level playing field. Although three firms had submitted RFP's, Provincetown Design Group withdrew theirs, and so did not make a presentation.

Rebecca Smith of Adaptive Design and Marketing made the first presentation. She used slides to explain her proposal and passed around samples of her work. Ms. Smith then left.

Chuck Anzalone of the Graphics Group spoke next. He talked about his experience and some ideas for the VSB's advertising campaign. He had already submitted samples with his RFP.

After Mr. Anzalone left, the Board discussed what they had heard. Laurel Guadazno said that she liked Ms. Smith's designs and thought they were clean and modern. She was concerned about extra costs for photos and ad copy. Hersh Schwartz thought that Ms. Smith did not have enough experience on her own. She has been in business for only a year and a half.

The Board was impressed with Mr. Anzalone's many years of experience, especially in the travel field. They also noted that he had always come through with ads, even when requested at the last minute. Lynne Davies also liked that Mr. Anzalone "thinks beyond print," for the VSB's marketing. Bill Schneider said that he liked both applicants and their design work. He said that the fact that Ms. Smith is in Boston really isn't an issue. He thought the availability of photos from Mr. Anzalone was extremely important and other board members agreed. He said that he has enjoyed working with Mr. Anzalone in the past. Ms. Davies said that he had "a wide depth of knowledge".

**MOTION:** Move to select the Graphics Group for a one-year contract as the VSB's graphic design firm.

**Motion by: Hersh Schwartz Seconded by: Kathleen Fitzgerald **Yea 4 Nay 0****

As a side discussion - Lynne Davies said that as part of the branding initiative, the VSB will want to have its own logo. She wondered if a contest could be held. The winner would be paid for the design. She will look into whether or not this can be done, given municipal guidelines.

The meeting was adjourned at 1:42 PM