

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
December 02, 2009 at 3:00 pm
Tourism Office 330 Commercial Street**

Members present: Rob Tosner, Chair; Kathleen Fitzgerald, Vice Chair; Hersh Schwartz; James Bakker; Michael Peregón; Michelle Haynes;

Member absent: Mick Rudd

Staff: Bob Sanborn, Tourism Director Jackie Kelly, Administrative Assistant – Tourism Office;

Others: Candy Collins-Boden and Lynette Molnar

Meeting was called to order at 3:00pm

1. Public Statements

Lynette Molnar reported that her two major events were successful. Girl Splash doubled in attendance, and the numbers for Women of Color and Allies were up. She is a one-woman operation and apologized for the tardiness of her grant summary-submission and reimbursement request. Her contemporaries in other areas get a percentage of the hotel rates and/or a commission on the event as a matter of course, but in this unique environment where women make their own reservations in many different accommodations, Lynette's income is severely limited to a small charge built into the "door." She will be printing a rack card containing info on local establishments as well as her events, to be distributed at major events around the country. .

Motion: Move to reimburse grants for Women of Color FY 2009 and for Girl Splash FY2010, as authorized.

Motion: Rob Tosner

Second: Kathleen Fitzgerald

6-0-0

Candy Collins-Boden reported that Yankee Magazine will feature the Monument in the April/May issue, and suggested that the VSB partner with the Chamber and the Monument in placing an ad. While there was general agreement, the VSB asked Candy to get an estimate

for such and ad and Jim Bakker stated there may be funds available in the Tourism Grant the Monument was awarded to promote the centennial. Candy also stated that there was a 4 minute spot on NPR about the Monument and she emphasized that our combined focus at the January ABA Convention should leverage the fact that Provincetown made the top 100 list for the ABA for the second consecutive time. The VSB asked Jim to report back at the next meeting about the Monument's plans to promote the Centennial to ensure we are communicating and coordinating.

2. Tourism Director's report

Cape Cod Chamber's Annual Summit on Tourism

- Bob reported that he attended the Cape Cod Chamber's Annual Summit on Tourism yesterday, along with Candy Collins-Boden, Rob Costa and Mick Rudd. It was very informative. The Cape Cod Chamber's Marketing Plan was circulated to the VSB members.

Provincetown Harbor:

- Bob presented the VSB with a brochure developed by MOTT to promote the historic ports of Massachusetts and stated that this brochure is aligned with Provincetown's goal of promoting its own harbor through a coordinated effort of the Chamber, Harbormaster and Tourism Office. The brochure is being given to cruise ship companies, and Rex Mckinsey and the police department are working on a security strategy for the harbor.

Media Plan:

- Curve Magazine: The next two issues (March and April) of Curve Magazine are its Travel and Weddings issues, respectively. Both of these are aligned with our goals. I recommend we take a 1/3 page full color ad in these two editions for \$6,162 (\$3,081 each). While the VSB agreed, they felt that the ads were a bit pricey and asked Bob to see if he could get the ads for \$2,500 each. The agreed to approve one ad for \$2,500, and said they would likely approve the second if we could get the first at this price. They also requested that the ad highlight certain events in 2010.

Motion: Move to approve \$2,500 for one 1/3 page full color ad in Curve Magazine's March issue.

Motion: Rob Tosner

Second: Michelle Haynes

6-0-0

- Hotspots is the preeminent gay weekly publication in South Florida. I recommend we take out ads in their New Years and MLK issues, as well as during February and March to capture the snowbirds and spring break crowds. Thirteen full page color insertions cost \$675 each or a total of \$6,750 total.

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A discussion ensued, and it was agreed that as a way to track whether our ads are working, two Cape Air tickets from Boston to Provincetown would be offered as a drawing in the ad to determine if the ad is effective (this by the generosity of Cape Air). It was also agreed that it would be a good strategy to advertise during peak times in Florida, as a way to attract the large gay male clientele who winter there.

Motion: Move to approve 13 insertions of a full page color ad in Hotspots during January, February and March not to exceed \$7000.

Motion: Rob Tosner

Second: Michelle Haynes

6-0-0

Restaurant Week Options for 2010:

- At the last meeting it was decided that I would outline a few options for Restaurant Week 2010, and at this meeting the VSB would decide on the direction and dates we would take given that we need dates for the 2010 Events Calendar. Below are the options:
- A) Status quo: Friday, November 5th to Thursday Nov 11th (Note that Nov 11th is Veterans Day).
- B) Modified (Keep in Fall, but shorten to 5 nights): Thursday Nov 11th (Veterans Day) to Monday Nov 15th.
- C) Add Week in May: Friday, May 14th to May 20th (coincident with start of ferries—other events may include Single Women’s Wknd, Cabaret Fest and backs into Monumental Yard Sale).
- D) Add Week in June: Friday, June 4th to June 10th (other events may include Chef’s Table, Women of Color Wknd).
- E) Add Week in June: Friday, June 11th to June 17th (other events may include Heritage Day and backs into Film Festival)

After a discussion the VSB agreed to Option B and C, but asked Bob to solicit feedback from restaurateurs as to these dates and whether a lunch option is feasible.

Motion: Move to have Provincetown’s 2nd Annual Restaurant Week on Friday, May 14th to May 20th, with a Fall Food Festival from November 11th to November 15th.

Motion: Rob Tosner

Second: Jim Bakker

6-0-0

Tote Bags:

- Need to order tote bags for 2010 Trade Shows.

Motion: Move to authorize the Tourism Director to order 5,000 tote bags, the color to be at his discretion for a cost of \$4,750 plus shipping.

Motion: Michelle Haynes

Second: Rob Tosner

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