

**Town of Provincetown  
Visitors' Service Board  
Meeting Minutes from  
April 21, 3:00 pm  
Tourism Office 330 Commercial Street**

**Members present: Rob Tosner, Chair ; Katheen Fitzgerald, Vice Chair; Hersh Schwartz;  
James Bakker ; Michael Peregon; Michelle Haynes; Mick Rudd**

**Members absent:**

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

**Others:**

Meeting was called to order at 3:00pm

1. Public Statement: none
2. Tourism Director's report

**Media Plan:**

The VSB had asked Bob to look into the cost of radio spots. He received a couple proposals from Cool 102, which delivers to Cape & Islands, as well as Providence/New Bedford/Duxbury/Plymouth markets, as well as 106 WCOD. We could run nine 60-second spots per week on both stations for 6 weeks at a cost of \$4,104 (\$684 per week) or twelve spots on just one of the stations for eight weeks for \$3,840 (\$480 per week). Bob also received a proposal from Cape Cod Broadcasting (Ocean 104), who has offered 29 30 second spots during a week at \$696 per week. Is this something the board wants to pursue? After some discussion, the VSB agreed that it would be a good idea to test the waters with radio for a week to promote Restaurant Week and Gallery Stroll, and to rediscover Provincetown.

**Motion: Move to approve up to \$700 for one week of radio spots to promote Restaurant  
Week/Gallery Stroll with Ocean 104.**

**Motion: Michael Peregon**

**Second: Mick Rudd**

**7-0-0**

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**Fireworks:**

- The private sector needs to raise \$22,000 for the fireworks and the barge for this year's 4<sup>th</sup> of July fireworks. Currently there is \$10,000 in the gift fund, including the \$5,000 from the VSB, leaving a balance to be raised of \$17,000. We need to make a final decision by May 31 on the barge. (Rick Murray has verbal commitments for \$4-5,000). Hersh also has about 5-6 promises, plus her own.

**3. Signage (Katherinie Baltivik):**

- Katherine Baltivik spoke in favor of the "Green Line" and "Walk the Line" campaign to assist in the re-branding of Provincetown as an arts destination. She stated that Wellfleet, with only 5 galleries vs. Provincetown's 70+, is promoting itself as an arts town, and Provincetown needs to re-take the lead, and the "walk the line" promotion is an attempt to re-energize foot traffic, especially now that there are fewer restaurants to draw people beyond the "invisible wall." Also, separately a group of volunteers has been exploring putting up banners on Commercial Street. You may recall that the VSB originally budgeted \$12,000 for banners in the FY2011 budget, however after meeting with the BOS the decision was that in the absence of a specific proposal as to design and location, it was premature to budget funds for this initiative. Subsequently, we determined that it would be difficult to hang banners along Commercial for a variety of reasons, and the project focus shifted to improved signage in the east and west ends of town. The group is proposing putting up sixteen 12"x18" signs (13 in the east end and 3 in the west end) to enhance the tourist experience, as well as to assist in breaking down the "invisible walls" that naturally occur on both ends of town where tourists tend to stop walking and turn around. Additionally, the signs in the east end will assist us in our strategy to rebrand Provincetown as an Arts destination, help to brand the Walk the Line initiative, and help to brand the Historic East End Gallery District. Katherine Baltivik presented templates for the signs, along with letters of support from the Chamber and PBG. She is on the BOS Agenda on 4/26 to get final approval to install the signs, and is requesting a letter of support from the VSB, along with a request for \$161.10 plus shipping from the VSB to help pay for the signs. The Chamber and PBG are already contributing \$400 (\$200 each). The 13 signs in the east end will go on the back side of existing signs, and the 3 in the west end would require 3 sign posts along Commercial (one per block between Winthrop and Conant Streets). The project has the support of Town Manager Lynn and Chief Jaran. Katherine also noted that current bylaws require all retail shops in the historic district to sell either crafts and art. The estimate for the cost of signs is \$561. Katherine also spoke about the tagline "Provincetown-where art lives" as a reminder that Provincetown not only has a rich history of art, but also a contemporary, living, art scene. Katherine requested VSB support for the "walk the line" and signage, and requested funding for signage.

**Motion: Move to write a letter of recommendation to the BoS in support of the Green Line campaign, and to cover the anticipated balance of signage cost, after the Chamber**

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**of Commerce and the PBG each contribute \$200 against the total cost of \$561 plus shipping.**

**Motion: Rob Tosner**

**Second: Jim Bakker**

**7-0-0**

**4. Pilgrim Monument 100<sup>th</sup> Anniversary- Jim Bakker**

- Jim provided an update on the status of celebrating the Monument's 100<sup>th</sup> anniversary. There was a successful fundraiser at Lobster Pot, and there will be another at the Truro Vineyards on May 19<sup>th</sup>. A "coin" initiative, similar to a First Night event will be issued for \$20 for events scheduled between July 15 and August 15. Discounts and events will pertain from Eastham to Provincetown and others can buy into it. The major festivities will be held between August 1<sup>st</sup> and August 5<sup>th</sup>. There will be concerts; the Governor will be here, although we still don't have a commitment from President Obama. The celebration will also be featured in the Cape Cod Life Seaside Living Expo to be held in Hyannis on May 1<sup>st</sup> and 2<sup>nd</sup>.

**5. Historic Walking Tour Brochure**

- Bob circulated the final draft of the Historic Walking Tour brochure. We need approval to print. The money will come out of the reserve that was set aside several years ago. Recommended motion: Move to approve printing of 40,000 brochures for \$7,010 plus shipping.

**Motion: Move to approve \$7,010 plus shipping for printing of 40,000 Historic Walking Tour brochures.**

➤ **Motion: Michael Peregon**

**Second: Jim Bakker**

**7-0-0**

**6. Fort Lauderdale Pride Expo-- Mike Peregon**

- Mike Peregon spoke about the Pride Expo where he represented Provincetown for the office/board. In general, Florida was cold, though it was sunny and windy and in the 60s for the expo. There were 200 tented booths, and about 4,000 attendees. The Ft Lauderdale Chamber paid for our booth (in exchange for our hosting them at the Fire House here). Michael gave away 150 Provincetown Tourism bags and 350 calendars and estimates that he could have used 50% more of each. He suggested that we make a laminated map of the East Coast to show people who are not aware of our location where we are, and to bring it to all trade shows. Michael suggested that we launch a Florida strategy – mainly Miami to West Palm Beach.

**7. Approval of Minutes for March 3, 2010**

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