

**Town of Provincetown  
Visitors' Service Board  
Meeting Minutes from  
June 16, 3:00 pm  
Tourism Office 330 Commercial Street**

**Members present: Rob Tosner, Chair ; Michael Peregón ,Vice Chair; Hersh Schwartz; James Bakker ; Kathleen Fitzgerald  
Members absent: Michelle Haynes; Mick Rudd (both excused)**

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

**Others:**

Meeting was called to order at 3:00 pm

**1. Public Statement:**

Bob Littlefield, who is organizing marching bands for the PMPM's 100<sup>th</sup> anniversary parade, asked for suggestions in finding any affordable marching band. He hopes to get sponsorship for floats and bands, and will next approach the Chamber & the PBG to ask Candy Collins-Boden and Nick Robertson to send eblasts to their memberships to solicit sponsors.

Bob Sanborn also mentioned that Roger Chauvette, Parade coordinator, is recommending the VSB put a float in the parade, at an estimated cost of \$3,000. After discussion, the VSB decided not to make a motion to approve a float for the parade because they did not want to get into the float business and they had already awarded a Tourism Grant to the Monument to celebrate the 100<sup>th</sup> anniversary.

**2. Tourism Director's report**

**Media and Promotional Opportunities:**

- We have recently received extensive press from a variety of sources, including Boston Globe, Boston Magazine, Cape Cod Life, Art New England, American Art Collector.

**Motion: Move to approve \$100 for services of Town Crier for a press event.**

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**Motion: Mike Peregón                      Second: Rob Tosner 5-0-0**

- Historic Walking Tour Brochure: It's available for pick-up at the Tourism Office and the Provincetown Chamber, and has been disseminated to Town businesses.

**3. Approval of Contracts with Graphic Artist & Public Relations Firms:**

- Contract with Graphic Designer is up on June 30, 2010. Recommend extending contract for 1 year for same terms (\$8,050).

**Motion: Move to approve \$8,050 for contract with The Graphics Group for one year, commencing on July 1, 2010.**

**Motion: Jim Bakker                      Second: Rob Tosner                      4-0-0 (Hersh Schwartz absent for this vote)**

- Contract with Public Relations Firm is up on June 30, 2010. Recommend extending contract for 1 year for same terms (\$2,000 per month, plus annual subscription fee). It was suggested that the board meet with Marlo sometime in September or October for strategy update.

**Motion: Move to approve \$24,000 plus annual subscription fee for contract with Marlo Marketing and Communications.**

**Motion: Jim Bakker                      Second: Mike Peregón                      5-0-0**

**4. Approval of Print Media Contracts:**

- Discover New England (DNE) is the official consumer travel guide for the UK. We have previously advertised in this publication, but not since 2008. They also publish Essentially America (EA), which is the UK's leading consumer magazine dedicated to travel and lifestyle in the USA and Canada. DNE is offering us 2008 rates for their 2011 edition and will give us a free ad in EA. Recommend ½ page ad in DNE for \$4,259.35. **Recommend motion: Move to approve \$4,259.35 for ½ page ad in 2011 Discover New England.** This motion was tabled to a future meeting when there are more members present due to the large cost of the ad, and to give Bob time to check with Candy Collins-Bowden to determine whether the Chamber thinks this ad is worth it and to explore if the Chamber would share the cost of the ad.
- Damron 2011 Gay Guide: Preeminent Travel guide for gay men is offering ½ page color ad for \$1,395. **Recommended motion: Move to approve \$1,395 for 1/2 page ad in Damron's Gay Guide.** It was decided to table this decision and suggested that the PTO get in touch with Gina Gatta, the Damron rep in San Francisco to determine if a better price is available.

- Frontiers Magazine (Los Angeles Gay Magazine) is offering us a reduced rate full page color ad for \$1,400 (significantly below their standard rate of \$2,350). Recommend we take out an ad in their travel edition, which is November 17<sup>th</sup>. **Recommended motion: Move to approve \$1,400 for full page color ad in Frontiers.** The motion was tabled for a future meeting when there are more members present.
- Cape Cod Magazine is doing an editorial feature on Provincetown in its August 2010 issue. Recommend a ½ page ad for \$750.

**Motion: Move to approve \$750 for ½ page color ad in Cape Cod Magazine.**

**Motion: Mike Peregou Second: Jim Bakker 5-0-0**

#### **5. Approval of Acquisition of Web Cam:**

- The BOS has asked Bob to look into acquiring a web cam that local weather channels in and around Boston can plug into to showcase Provincetown while they are doing their morning weather reports. The webcam would be affixed atop the Harbormaster's office and look over the harbor to Long Point. Good exterior webcams protected by a dome can be acquired for approximately \$1,000. Bob would also like to see if the Tourism Office's website can plug into this, and also allow Provincetown TV to showcase weather in Provincetown. The VSB asked Bob to consider other locations in order to get the best picture of Provincetown.

**Motion: Move to approve \$1,000 for the purchase of a webcam to display.**

**Motion: Rob Tosner Second: Mike Peregou 5-0-0**

#### **6. Approval of Brochure Distribution:**

- At an earlier meeting a request for distribution rights at the Yarmouth Chamber of Commerce, was tabled pending input from the Provincetown Chamber of Commerce. The Chamber has now confirmed that they do have a reciprocity agreement with the Yarmouth Chamber, and therefore this recommendation is withdrawn. However, a new request has come in from the newly opened Mansfield MA Visitor Center on I-95 between exits 5&6 to disseminate brochures for \$250. The Provincetown Chamber supports this request.

**Motion: Move to \$250 for brochure distribution at Mansfield MA Visitor Information Center.**

**Motion: Jim Bakker Second: Hersh Schwartz 5-0-0**

#### **7. Approval of Membership in Travel Association:**

- Our annual membership is due in the International Gay and Lesbian Travel Association for \$250.

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**Motion: Move to approve \$250 for annual membership in IGLTA.**

**Motion: Rob Tosner    Second: Mike Peregón    4-0-0 (Hersh Schwartz absent for this vote)**

**8. Request for Extension of term for Library Tourism Enhancement Grant**

The Provincetown Public Library, because of two changes in directorship, has not been able to implement the VSB grant that they were awarded in FY2010 to expand and develop its video kiosk. The Library is requesting an extension to this grant until such time that a new Library Director is hired and has an opportunity to get up to speed on the strategy. After some discussion, the VSB decided not to move to approve an extension, but rather they agreed to factor this into future grant applications from the Library.

**9. Approval of Minutes for May 05, 2010**

**Motion: Hersh Schwartz**

**Second: Jim Bakker**

**4-0-0**

**Approval of Minutes for May 21, 2010**

**Motion: Jim Bakker**

**Second: Hersh Schwartz**

**4-0-0**

**10. Old Business:**

There were several comments that this season is starting out very well. The weather has been better than normal, and we have been getting a lot of press; notably in American Art Collector, Boston Magazine, Art New England and several others.

Hersh Schwartz reported, that after telling the DPW that the two trash barrels near her shop were without covers, the Town brought unattractive replacements, not in keeping with the sense of pride we want to convey for the Town.

Bob reported that the BoS approved the two Route 6 signs as requested, and also approved two more as well if the funding can be raised to pay for the signs, which will require an additional \$2,030. The additional sign will replicate the original sign near Herring Cove in the 1950s that mark the eastern end of Route 6 in Provincetown. The sign already funded will measure the distance of Route 6 to Long Beach CA and be located closer to the Truro Town Line on Route 6 West. The Provincetown Chamber stated that the Chamber would contribute \$2,030 toward the total cost, by agreeing not to use this amount of money from their FY2010 Cooperative Grant, thereby allowing it to roll back to the Tourism Fund's marketing budget.

**Motion: Move to approve \$2,030 to pay the cost of signage, contingent on the Provincetown Chamber not using this amount of money from their FY2010 co-op grant.**

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**Motion: Mike Peregón    Second: Jim Bakker    4-0-0 (Rob Tosner absent for this vote)**

**11. New Business**

It is suggested that the grant application date be moved up, and that the application itself be made more user-friendly. Bob agreed to propose a timeline at the next meeting.

**Meeting was adjourned at 4:00pm**

Respectfully submitted,

Jackie Kelly