

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
May 05, 2010 at 3:00 pm
Tourism Office 330 Commercial Street**

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

Members absent: Mick Rudd (excused)

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

Others: Candace Nagle

Meeting was called to order at 3:00pm

1. Public Statements

Candace Nagle reported that the Provincetown Bark Park has been named by Dog Fancy magazine as the # 2 dog park in the nation. Candace requested the VSB's support for an amenity to make Provincetown more pet friendly by putting dog hitches in Lopes Square and other locations to make it easier for tourists to sit and enjoy their food while hitching their dogs. Relative to this discussion, Rob Tosner suggested that Pet Appreciation Week and the Bark Park coordinate their events/venue and Mike Peregón agreed to explore putting a bike rack at the Pilgrim Bark Park.

Motion: Move to write a letter of support for dog hitches, conditioned on private funding and an opinion from Town Counsel that liability risk to the town would not be increased.

Motion: Michelle Haynes

Second: Michael Peregón

6-0-0

2. Tourism Director's report

Media Plan:

- Annual ad for 2011 for Holiday Media's New England Group Travel Planner is due. We have taken a junior page ad for \$2,110 in the past several years. This is targeted to North
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American Group Travel Planners, mostly in the US and Canada, but is used in some other countries as well by travel professionals.

Motion: Move to approve \$2,110 for a junior page ad in the 2011 New England Travel Planner.

Motion: Jim Bakker

Second: Rob Tosner

6-0-0

- ABA's Annual Marketplace is January 8th thru 12th in Philadelphia next year. Early Bird Special for enrollment is \$1,195.

Motion: Move to approve \$1,195 for registration to ABA 2011 Annual Conference and travel for 1 person to attend in accordance with Town's travel policy.

Motion: Rob Tosner

Second: Jim Bakker

6-0-0

Signage:

- At its last meeting, the VSB approved funding of \$161.10 for enhanced signage in the east and west ends of town. Subsequent to this meeting, the BOS approved the installation of the signs, but requested two additional signs for the west end. As a result, additional funding of \$40 is needed.

Motion: Move to approve additional \$40 for West End signage.

Motion: Michael Peregón

Second: Kathleen Fitzgerald

6-0-0

Route 6:

- Route 6 or the Grand Army of the Republic Highway is the longest coast-to-coast highway ever established in the U.S. We are fortunate that Route 6 starts in Provincetown. Bob believes it is an under utilized tourism asset, mostly because there is no significant beginning marker or sign to identify the distance to Long Beach CA of 3,652 miles. The state of California would like to have a dual ceremony with us if we can fund the cost of the sign. There is tremendous potential in cultivating a niche tourism market around Route 6, all for the price of a sign, which costs \$2,500. It was noted that the sign design was proposed by the US Route 6 Association and will mirror the sign that will go up in Long Beach, CA at the western end of Route 6. It is important to install the sign in a place where it will be safe for tourists to pull over to take photos. The Chamber of Commerce might have unused co-op grant funds amounting to about \$1,500 and may be willing to donate this money to the project, for which the VSB would be grateful.

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Motion: Move to approve up to \$2,500 to purchase and install historic Route 6-beginning marker.

Motion: Kathleen Fitzgerald

Second: Rob Tosner

6-0-0

Ceremonial Key to Town:

- Bobby Weatherbee is the longest performing cabaret artist in Provincetown. He has been performing in Provincetown since 1964, and has brought thousands of tourists to town, and keeps them coming year after year. **Recommended motion: Move to approve a ceremonial key to the town to Bobby Weatherbee.**

Though supportive of Bobby Weatherbee and recognizing his contribution to the Town's culture, the VSB would rather honor entertainers in other ways. The VSB asked Bob to explore other options, for example a Golden Microphone award or an Entertainer Wall of Fame.

Brochure distribution:

- Bob met a brochure distributor at the Discover NE show who brings brochures to various wholesale shows, primarily in the Northeast and in Canada. He comes highly recommended by MOTT and by a tourism office in the Berkshires.
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Motion: Move to approve \$455 plus tax for brochure distribution by Northeast Tourism Center at thirteen travel 2010 shows.

Motion: Rob Tosner

Second: Hersh Schwartz

6-0-0

The Beautification Committee is invited to the next meeting to discuss various places in Town where their efforts are needed, and would be appreciated (namely the outer railing at the Pilgrim Park, and the collapsed pavement beneath the benches there, as well.)

3. **Approval of Minutes:** None

4. **Old Business:**

Rob, Michelle, Hersh and Bob met with Chuck Anzalone and Ric Ide to storyboard the upcoming photo shoot to update the images the Tourism Office uses in ads. The subcommittee would like to expand the scope of the photo shoot to include several additional locations, including interior shots of B&Bs and clubs and shops, as well as yoga on the deck. Given the increase in scope, more money is needed for the photo shoot.

Motion: Move to approve an additional \$2,000 from the marketing budget for photo shoot.

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Motion: Rob Tosner

Second: Hersh Schwartz

6-0-0

5. New Business

Michelle Haynes noted that there is an early-bird registration rate for the September National Lesbian and Gay Journalists' Association convention to be held in San Francisco. Bob agreed to look into it for the next meeting. Also, Michelle was thanked for the Cape Air Magazine which features Provincetown on the cover.

Rob and Bob will both attend the BoS meeting next Monday night to request approval for the FY2011 Tourism and Co-op Grants.

Eastham, and several other Cape towns, endorsed the tax on condo rentals, but did not raise the room rate tax.

Motion to adjourn

Motion: Rob Tosner

Second: Kathleen Fitzgerald

Meeting was adjourned at 4:30 pm

Respectfully submitted,

Jackie Kelly