

**Town of Provincetown
Visitor Services Board
Meeting Minutes from
May 19, 2010 at 3:00 pm
Tourism Office 330 Commercial Street**

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

Members absent: Mick Rudd, excused

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

Others: John Haylor for the Beautification Committee

Meeting was called to order at 3:05 pm

1. Public Statements- None

2. Tourism Director Report

- Bob stated that donations to the Fireworks Gift Fund are around \$18,000 and on track.
- Bob stated that the radio spots the VSB approved to promote Restaurant Week and Gallery Stroll on Ocean 104 are running now and there has been positive response.

3. Nomination and election of VSB members

Motion: Move to nominate Rob Tosner as Chair of the VSB

Motion: Kathleen Fitzgerald

Second: Hersh Schwartz

6-0-0

Kathleen Fitzgerald stated that she will remain on the VSB, but would like to step down as Vice Chair.

Motion: Move to nominate Michael Peregou as Vice-Chair of the VSB

Motion: Kathleen Fitzgerald

Second: Michelle Haynes

6-0-0

4. Beautification Committee report

John Haylor reported that the committee has spent about 35% of its budget. They have done cleanups and plantings at West Vine, at the playground and at the waterfront. They are planning new ground coverings and 2 new trees, and Paul Hall is creating an "adopt an area" project. The VSB requested the Beautification Committee provide a report of their actual funds, plans and needs, to factor into next year's Five Year Plan.

5. Approval of Print Media Contracts and Brochures:

- A Bear's Life: Last year we approved four ¼ page ads in A Bear's Life for a total of \$3,000 (\$750 per insertion). They are offering us the same agreement for the upcoming year.

Motion: Move to approve \$3,000 for four ¼ page ads in A Bear's Life.

Motion: Jim Bakker

Second: Hersh Schwartz

6-0-0

- Bob stated that we are almost out of our existing inventory of 2010 Calendar of Events.

Motion: Move to approve \$780 plus shipping for 5,000 Calendar of Events.

Motion: Mike Peregón

Second: Hersh Schwartz

6-0-0

- Bob suggested developing several tri-folds, designed to highlight different tourism aspects (eco-tourism, the arts etc) rather than using the funds as originally budgeted for the Provincetown pictorial brochure. Bob would like to start with a tri-fold brochure designed to promote Provincetown as an Arts destination, which incorporates the gallery listing that had previously approved as a two sided rack card for \$1,050, partly because there are too many galleries to list on a two sided rack card.

Motion: it is moved that the VSB rescind the vote taken at the April 21, 2010 meeting which approved \$1,050 for a two sided rack card listing galleries.

Motion: Michelle Haynes

Second: Rob Tosner

6-0-0

A discussion ensued about the logic of a gallery listing, after the Board of Selectmen decided to undo the green line encouraging tourists to Walk the Line into the east end Gallery District.

Bob explained that the approval for a gallery rack card was independent of the green line, and is a separate initiative to promote Provincetown as an Arts Destination. He would like to continue to promote Provincetown as an Arts Destination, and explained that one of the objectives of the VSB has always been to promote Provincetown as an Arts destination. We should not stop promoting Provincetown as an Arts Destination simply because the Walk the Line strategy failed.

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Motion: Move to rescind the preceding motion, and move to approve an additional \$150 on top of the already approved \$1,050, for a total of \$1,200 plus shipping for 10,000 tri-fold brochures to promote Provincetown as an Arts Destination, in lieu of the two-sided rack card previously approved for a Gallery listing only.

Motion: Jim Bakker

Second: Michael Peregón

4-2-0

6. Approval of Travel Trade Shows:

- The National Lesbian & Gay Journalists Association is having its 20th annual LGBT Media Summit and Convention September 2 to 5 in San Francisco. For \$500 we get registration, table at expo, convention bag insert and ½ page ad in program.

Motion: Move to approve \$500 plus travel expenses in compliance with the Town's travel policy for sponsorship/registration to National Lesbian & Gay Journalists Association LGBT Media Summit & Convention.

Motion: Rob Tosner

Second: Hersh Schwartz

6-0-0

7. Approval of Brochure Distribution:

- Yarmouth Chamber of Commerce is offering us brochure distribution rights for \$200 at its Route 6 Information Center. **Recommended motion: Move to approve additional \$200 for brochure distribution at Yarmouth Route 6 Information Center.**

It was agreed to table this motion until the board can determine if the Provincetown Chamber already has a relationship with the Yarmouth Center.

8. Approval of FY2011 Goals

Bob presented a draft of FY2011 goals to the VSB for approval, which emphasize that tourism is the Town's primary industry.

Motion: Move to approve the FY2011 goals as presented by Bob.

Motion: Jim Bakker

Second: Hersh Schwartz

6-0-0

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9. Approval of Minutes for 03/31/10

Motion: Hersh Schwartz

Second: Rob Tosner

6-0-0

Approval of Minutes for 04/21/10

Motion: Rob Tosner

Second: Michelle Haynes

6-0-0

10 Old Business None

11. New Business None

Meeting was adjourned at 4:28 pm

Respectfully submitted,

Jackie Kelly