

**Town of Provincetown
Visitor Services Board
Minutes from
November 17, 2010, 3:00 pm
Tourism Office 330 Commercial Street**

Members present: Mike Peregón- Acting Chair, James Bakker, Michelle Haynes, Hersh Schwartz, Kathleen Fitzgerald,

Members Absent: Rob Tosner, Mick Rudd, both excused

Staff: Robert Sanborn- Tourism Director, Radu Luca.

Others: Rick Murray

Meeting was called to order at 3:08 pm

Agenda:

1. Public statements

Rick Murray stated that he has identified potential venues in different cities around the country should the VSB and PBG want to pursue a grass roots marketing campaign. He's identified locations in Boston, New York, Washington DC, Chicago, South Florida, etc. He suggested that the PBG and VSB get together to identify next steps in moving this initiative forward. Bob stated that the VSB had allocated some funding for grass roots marketing initiatives in the proposed Five Year Plan. Michelle thinks this is a great idea, Michelle proposed Rob and Kathleen be VSB designates on a subcommittee to put together a proposal.

Motion: Move to designate Kathleen and Rob on a subcommittee to work with PBG and business owners to prepare proposal for grass roots marketing in locations around country.

Motion: Michelle Haynes Second: Kathleen Fitzgerald 5-0-0

2. Tourism Director's Report

➤ Approval of media placements, brochures, trade shows

Motion: Move to approve \$6,435 for 13 full page color ads in Hotspots Magazine.

Motion: Michelle Haynes Second: Kathleen Fitzgerald 5-0-0

Motion: Move to approve \$2,800 for 7 insertions in Frontiers Magazine.

Motion: Mike Peregón Second: Michelle Haynes 5-0-0

Motion: Move to approve \$3,168 for 6 insertions in Dallas Voice.

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

Motion: Move to approve \$1,000 for ½ page ad in East Cost Traveler magazine.

Motion: Michelle Haynes Second: Hersh Schwartz 5-0-0

➤ VSB Administration

Motion: Move to approve additional \$116 for printing of 2011 Schedule of Events.

Motion: Jim Bakker Second: Michelle Haynes 5-0-0

Reminders: re-opening of Town Hall is 11/20 from 3:00 to 5:00, and joint meeting with BOS is 11/22 at 6:00. Kathleen noted that she will not be at the joint meeting.

3. Approval of Minutes: None

4. Old Business:

Fall Restaurant week and Gallery Stroll: Bob stated that some galleries said the gallery stroll brought incremental business. One gallery owner stated that 85 people went through the gallery and walked out with paintings. Some restaurateurs said the week-end was unusually slow, but it would have been slower had it not been for the restaurant weekend, which brought in some incremental business. It was suggested to move next Fall's weekend to the last weekend in September.

5. New Business:

To improve communication with second homeowners, Mike would like to see the Board of Selectmen meet one Saturday per year with second homeowners.

Michelle would like to enhance our efforts to promote Provincetown in the off-season. Michelle asked whether there is any money in the budget, and Bob stated there was approximately \$2,000 in Coordination and Support.

Motion: Move to approve up to \$2,000 to offset expenses of a volunteer intern to develop off-season strategy to promote and support events from November through June, and to assist in developing related collateral and internet presence/promotions.

Motion: Michelle Haynes Second: Hersh Schwartz 5-0-0

Motion to adjourn:

Motion: Mike Peregou Second: Kathleen Fitzgerald 5-0-0

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Meeting Notice

**Respectfully submitted,
Radu Luca**