

**Town of Provincetown  
Visitors' Service Board  
Meeting Minutes from  
October 27, 2010 3:00 pm  
Tourism Office 330 Commercial Street**

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

**Members absent: Kathleen Fitzgerald & Michelle Haynes (both excused)**

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

**Others: David Gardner, Lynette Molnar, Margo Fogelman, Amelia Sutton**

Meeting was called to order at 3:00 pm

**1. Public Statements: None**

- 2. Bike Trails** – David Gardner spoke about proposals to join up the downtown hub with the Seashore's trails to make bike riding in Town a more enjoyable and satisfying experience.

**3. Tourism Grant Wrap-up**

Jim Bakker (Pilgrim Monument & Provincetown Museum) reported that from all accounts the Centennial Celebration of the Pilgrim Monument and Provincetown Museum was a great success, and that the momentum continues. The Monument's PR firm and Marlo Marketing did a great job in promoting the monument's anniversary and the VSB grant resulted in attracting many visitors, including the Governor.

**4. Tourism Director's report**

- A. Approval of media placements, brochures, trade shows
- B. VSB Administration

**Motion: Move to approve \$250 for brochure distribution at the Mansfield Info Center on Route I-95 for 2011.**

**Motion: Rob Tosner**

**Second: Hersh Schwartz**

**5-0-0**

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Bob recommended eliminating the restriction in tourism grants that requires events in the 4<sup>th</sup> year or more from having to match the amount of the grant because the unintended consequence is that it is not incenting grant applications. (Events in years one through three spend \$1 to get \$1, however after 3 years an event must spend \$2 to get reimbursed for \$1). Lynette Molnar noted that the restriction severely inhibits her, and others, from being able to plan and promote events.

**Motion: Move to eliminate the two-for-one payment limitation on grants, to be effective with the FY 2012 grant agreements.**

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

Bob stated that there will be 19 articles on the Warrant for Special Town Meeting to be held November 8, 2010 and asked the VSB whether they would like to take public positions on an specific articles.

**Motion: Move to support Article 6 as written.**

**Motion: Mike Peregón                      Second: Hersh Schwartz                      5-0-0**

**Motion: Moved to support Article 18.**

**Motion: Rob Tosner                      Second: Hersh Schwartz                      5-0-0**

There was a suggestion that the Parking Lot attendants and Rest Room attendants be given orientation before the season, since they are the face of Provincetown for many visitors.

Mick Rudd updated the VSB on the library's plans for landscaping, bike-racks, benches, and a reading garden planned as part of the new renovation.

#### **5. VSB recommendation for annual Five Year Plan:**

Bob presented the latest draft of the Five Year Plan to the VSB. The VSB provided additional input. Bob will incorporate the VSB's input and present the final draft at the next meeting.

#### **6. Update from PR Firm**

Marlo Fogelman and Amelia Sutton, of the PR firm Marlo Marketing, arrived at 4:15. They reported that they made 114 placements on our behalf, constituting an estimated 110,000,000 impressions, valued at over \$1,000,000 in advertising. Following this update to the VSB, they

*more*

will be attending a joint meeting of the Chamber and the PBG to meet with local business owners.

**7. Approval of Minutes: None**

**8. Old Business: None**

**9. New Business: None**

Meeting was adjourned at 5:00 pm

Respectfully submitted,

Jackie Kelly