

**Town of Provincetown  
Visitors' Service Board  
Meeting Minutes from  
October 06, 2010 3:00 pm  
Tourism Office 330 Commercial Street**

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

**Members absent: Michelle Haynes (excused)**

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

**Others: David Gardner; Judy Cicero; Rick Murray**

Meeting was called to order at 3:00 pm

**1. Public Statements**

Judy Cicero reported that the Board of Selectmen approved her request to establish a Gift Fund to raise money for new seating in Town Hall Auditorium. She estimated a cost of approximately \$13,800 for 420 chairs, plus dollies. Rob suggested that she establish a committee to help raise the necessary funds. Mike Peregon agreed to be on the committee.

Rick Murray noted that Town Hall will now be an entertainment venue allowing beer and alcohol, and asks that the VSB to keep this in mind when awarding grants. Rick Murray also suggested that annual Town Meeting be held in May, rather than the traditional April, so that more people might attend.

**2. Tourism Director's report**

**A. Approval of Media Placements:**

- **Banner:** The Banner is running an ad campaign for Restaurant Weekend and Gallery Stroll on 10/28 and 11/4, which is a great way to reach second homeowners. One tile ad is \$65. Bob recommends we take out 3 tile ads in both issues for a total of \$390.

**Motion: Move to approve \$390 for ads in Banner on 10/28 and 11/4 to promote Restaurant Weekend and Gallery Stroll.**

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Special Revenue Fund for Tourism, Wastewater Enterprise Fund and General Fund all benefit, while the newly created Special Purpose Fund for Capital Improvements will not receive a portion of this payment.

- **Meals Tax \$102,975** This payment includes only the month of July. We have no prior year data with which to compare this number. \$480,000 is budgeted for meals tax revenue for FY 2011.
- Marlo Fogelman of our PR firm, Marlo Communications, will be here at the upcoming October 27 meeting to address the VSB, and will then attend a joint meeting of the Provincetown Chamber and the PBG.
- The next Discover New England will take place at the same time as Annual Town Meeting. Candy Collins-Bodin can represent the Tourism Office.

**Motion: Move to approve \$895 to register at Discover New England in April 2011.**

**Motion: Hersh Schwartz**

**Second: Michael Peregón 6-0-0**

### **3. Staff Recommendation for annual Five Year Plan.**

Bob presented the staff's recommendation to the VSB for the annual Five Year Plan. The VSB provided input to Bob to increase the FY2012 budget request, given that there will be more money available to the Tourism Fund, and given the weak state of the economy they felt it prudent to be making a bigger investment in marketing Provincetown as a destination. Bob will incorporate the VSB's input and present an updated draft at the next VSB meeting.

Kathleen Fitzgerald left the meeting at 4:35.

### **4. Approval of Minutes for September 22, 2010**

**Motion: Hersh Schwartz**

**Second: Jim Bakker**

**5-0-0**

### **5. Old Business None**

### **6. New Business**

Mick stated that there is a need for space to hold the library's popular and profitable book sales, once the Library's lower level, where the sales are currently held, is finished and dedicated to the Library's daily use. Also, Mike Peregón will work with the Library to ensure that bike racks are placed on library grounds or somewhere nearby.

Move to adjourn

Motion: Hersh Schwartz

Second: Jim Bakker

Meeting was adjourned at 5:05 pm

Respectfully submitted,

Jackie Kelly