

**Town of Provincetown
Visitor Services Board
Meeting Minutes from
July 07, 2010 at 3:00 pm
Tourism Office 330 Commercial Street**

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

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

Others: Candy Collins-Bodin, Nick Robertson, David Gardner; Michelle Couture; Candace Nagle; Lynette Molnar and Damon Laird (Recycling Committee)

Meeting was called to order at 3:05 pm

1. Public Statements

Candace Nagle presented statistics relative to the Dog Park website, and the ever-increasing numbers of visitors. She stated that the most popular page is pet friendly accommodations.

2. Town's proposal to use VSB's municipal funds for recycling bins

Damon Leard, Chair of Recycling, presented an update on how the VSB's \$8,000 earmarked for recycling from FY2011 Municipal budget would be spent. He said that 20 new recycling bins are about to be placed on the street, soon to be followed by 20 more. In addition, new trash-bin caps have been ordered to replace the older, time-worn and damaged ones.

3. Town Hall Water Fountain update—Michelle Couture.

Michelle Couture, Chair of the Board of Selectmen, stated that the BoS made a commitment to Candace Nagle to ask the VSB for a contribution of \$4,500 from the Tourism Fund for the Water Fountain planned for the grounds of Town Hall. Candace reported that Provincetown's reputation as a dog-friendly destination is growing. For example, both Stop & Shop and Bradford Natural Market have expanded their pet items for sale, and that several inns have increased their pet-friendly rooms. Also, Dog Fancy Magazine has already

requested a photo shoot in front of the fountain. Candace plans to promote the fountain as vigorously as she has the Dog Park.

Motion: Move to approve \$4,500 from the FY 2011 Marketing fund to be donated to the Fountain Gift Fund in lieu of pet-friendly advertising, with the provision that a plaque be placed on the fountain noting that it is funded in part by the Provincetown Tourism Fund.

Motion: Mick Rudd

Second: Jim Bakker

6-1-0

4. Tourism Director's Report

VSB Administration:

- VSB Meetings: At the last meeting the VSB directed Bob to determine at this meeting whether the first and third weds of each month is still a good meeting time for all VSB members. All agreed to keep this day and time.
- FY2012 Tourism Grant Application Schedule: At the last meeting the board asked to identify a schedule for submitting and reviewing the FY2012 Tourism Grant Applications. Bob recommended posting an ad in the Banner on October 6th and 13th to submit applications no later than Monday, December 6th, with the VSB review date of December 8th or January 5th.

Motion: Move to approve FY2012 Tourism Grant Application timeline as follows: Posting in Banner on October 6 & 13 for application deadline of December 6th, with the VSB review on December 15th.

Motion: Rob Tosner

Second: Michelle Haynes

7-0-0

- The dates and logistics were discussed about the PR Firm traveling to Provincetown to provide an annual update to the VSB. Michelle suggested that they focus on what worked well and what else can we be doing to promote Provincetown as a destination. Candy and Nick will plan a joint meeting of the Chamber & the PBG on whatever day Marlo comes to a VSB meeting—possibly October 27—so that the community will have an opportunity to meet with her. Kathleen pointed out that it would be helpful to remind the various business members before the meeting that Marlo's job is to promote the Town, and not to market individual businesses so that they don't have expectations that will be disappointed. Recommended motion: Move to approve travel expense for Marlo (and Lisa MacGillivray, Amelia Sutton) to travel to Provincetown for a meeting. Michelle Haynes stated that she would donate transportation to the team.

more

Ceremonial Keys to Provincetown:

- A number of national performers will be in Provincetown this season, including Leslie Jordan, Betty Buckley, Sandra Bernhard, John Waters, Margaret Cho, Paula Poundstone, Chelsea Handler, Bruce Vilanch, etc. Bob thinks we should present keys to some of these for promotional opportunity.

Motion: Move to approve a ceremonial key to the town to John Waters, in recognition of his commitment to the Town.

Motion: Rob Tosner Second: Hersh Schwartz 7-0-0

Motion: Move to approve a ceremonial key to the town to Governor Deval Patrick when he is here for the Celebration of the 100th Anniversary of the Monument.

Motion: Michelle Haynes Second: Kathleen Fitzgerald 6-0-1 (Michael Peregón abstained)

Motion: Move to approve a ceremonial key to the town to move to President Barack Obama if he is here for the Celebration of the 100th Anniversary of the Monument.

Motion: Rob Tosner Second: Michelle Haynes 7-0-0

Provincetown Entertainer Hall of Fame:

- At an earlier meeting the VSB directed Bob to look into an award for presentation to local entertainers who have worked hard to make Provincetown an entertainment destination, and for the positive impact they've had on tourism. Bob suggested acquiring an inventory of twenty-five 9" Crystal Pedestal Star Awards with the engraving "Provincetown Entertainer Hall of Fame" at a cost of \$50 each for a total of \$1,250. Some potential recipients are: Suede, Kate Clinton, Miss Richfield, Varla Jean Merman, Bobby Weatherbee, Jimmy James, Ryan Landry, Randy Roberts, Thirsty Burlington, etc. After some discussion, the VSB decided not to make a motion.

5. Open Flag bylaw

- Bob stated that a number of business owners have requested the Town Manager to make the "Open" Flag Bylaw less restrictive. Currently "Open" or "Welcome" Flags are only allowed between November 1 and May 1 per the Zoning Bylaw. David Gardner has met with the Ad Hoc Bylaw Revision Subcommittee, who recommended moving this from the Zoning Bylaw to the General Bylaw. While they did recommend leaving some time limit (i.e.

more

6. Approval of Print Ads:

- At the last meeting a decision to place an ad in Discover New England was postponed to get Provincetown Chamber input as to value of placing this ad, as well as to determine whether Chamber would co-op the ad with VSB. Bob discussed this with Candy, who does believe this ad has value, and also agreed to split the cost of the ad, by agreeing not to use \$2,150 of the Chamber's FY 2010 co-operative grant, thereby allowing the money to come back to Marketing to pay for ½ the ad.

Motion: Move to approve \$4,259.35 for a 1/2 page ad in Discover New England magazine, with the condition that the Provincetown Chamber of Commerce will not spend \$2,150 from its FY2010 co-op grant so that this money will roll back to the Tourism Fund.

Motion: Mick Rudd

Second: Hersh Schwartz

7-0-0

- Curve Magazine is celebrating its 20th anniversary with its largest issue ever with an "unprecedented advertising opportunity" in its October issue. For a 1/3 page color ad that normally costs \$3,235, they are offering us a 25% appreciation discount, making the cost \$2,426.25. After some discussion the VSB determine that this is not the best timing for an ad, and made no motion to approve.
- Schedule of Events: As planned, we will deplete our supply of tri-fold Schedule of Events by end of July. As previously discussed, Bob would like to transition to a double sided rack card for August through December events, and print 15,000. Then in the Fall, we will produce a new tri-fold for 2011 events to get them out before the end of the year.

Motion: Move to approve \$1,050 plus shipping for 15,000 two-sided rack cards for 2010 Schedule of Events between August 1 and December 31.

Motion: Hersh Schwartz

Second: Jim Bakker 7-0-0

- Banner: Banner is doing a special commemorative guide for the 100th anniversary of the Monument, similar to the Portuguese Festival Guide. 3"x3" Block ads are \$65 each. A full page is 6 blocks. Recommended motion: Move to approve \$390 for full page ad in Commemorative Guide to PMPM's 100th Anniversary. After some discussion, Jim Bakker donated an ad to the VSB because the Tourism Fund is a sponsor, and therefore no motion was made.
- Damron Guide: At the last meeting the VSB directed Bob to determine if Damron would give a special price if we place an ad in both the Damron Men's Travel Guide and the Damron Women's Travel Guide. Bob spoke to Gina Gatta, who offered a 15% discount

more

offer if we placed ads in both. We could do a ½ page b/w ad in the Men's Guide for \$995 less 15%, and ½ page b/w ad in the Women's Guide for \$595 less 15%. After some discussion, the VSB did not make a motion to approve.

7. Approval of Minutes of June 16, 2010

Motion: Hersh Schwartz

Second: Kathleen Fitzgerald

6-0-1

8. Old Business

Michelle Haynes stated that she would like to reconsider her vote on a motion to approve \$1,200 plus shipping for a brochure to promote Provincetown as an arts destination. Bob stated that work had not begun on the design of this yet until Michelle had an opportunity to discuss her earlier vote with the VSB.

Motion: Move to un-do approval for \$1,200 plus shipping for a brochure to promote Provincetown as an arts destination, which was voted on May 19, 2010.

Motion: Michelle Haynes

Second: Michael Peregón

7-0-0

Motion: Move to take a new vote to approve \$1,200 plus shipping for a brochure to promote Provincetown as an arts destination.

Motion: Michelle Haynes

Second: Michael Peregón

3-3-1 (Kathleen Fitzgerald abstained)

Because the vote was tied, there will be no brochure to promote Provincetown as an arts destination. Rob stated that there is a need for the arts community to reach consensus on how we promote Provincetown as an arts destination beyond placing print ads in select publications.

9. New Business

The VSB directed Bob to send an email to DPW and the Town Manager with the following recommendations and observations:

- They would like to commend DPW for moving quickly to move the bike rack from the Jerome Smith parking lot to Pilgrim Bark Park prior to the July 4th holiday.
- They thought DPW did an excellent job cleaning the streets quickly following the July 4th parade and fireworks.
- They have observed that there is no directional signage to parking lots and are hereby requesting signage to assist tourists in locating parking.

more

- Please clean up public restrooms by removing all handwritten signs, as well as cooking/microwave equipment from the restrooms.
- Please place a trash can near the Alden Street parking lot and on Commercial Street near St. Mary's parking lot.
- Please ensure that "no parking" notices are placed on cars at least 24 hours prior to the time the no parking commences (i.e. they heard some complaints from people that parked along Commercial Street early on July 3rd, prior to the distribution of the no parking flyers indicating Commercial Street would be a parade route on July 4th, and unfortunately were towed or ticketed).

Motion to adjourn at 4:52 pm
Motion: Kathleen Fitzgerald

Second: Hersh Schwartz 7-0-0

Respectfully submitted,

Jackie Kelly