

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
January 05, 2011 3:00 pm
Tourism Office 330 Commercial Street**

Members present: Rob Tosner, Chair; Michael Peregón , Vice Chair; Hersh Schwartz; Jim Bakker; Kathleen Fitzgerald

Members absent: Michelle Haynes & Mick Rudd

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

Meeting was called to order at 3:05

- 1. Public Statements**
- 2. Tourism Director's report**

Media Placements:

- Bay Area Reporter, the nation's oldest GLBT newspaper in the 5th largest market in the country, reaching 120,000 educated and affluent consumers weekly, is offering us a 52 insertion rate (\$557.50 per insertion) for 5 insertions. Bob recommends we take these ads in the following issues: International Bear Rendezvous, BAR 40th Anniversary Best of Gay, Gay Pride, Fall Arts Preview and Folsom Street Fair.

Motion: Move to approve \$2,787.50 for 5 insertions ¼ page full color ad in the Bay Area Reporter.

Motion: Jim Bakker

Second: Mike Peregón

5-0-0

- Philadelphia Gay News, the east coast's oldest GLBT newspaper is publishing a 35th anniversary issue (50,000 copies) on February 18th. Bob recommends we take out 1/2 page ad.

Motion: Move to approve \$617.66 (reduced from \$817.66) for color 1/2 page ad In Philadelphia Gay News.

- Attended Cape Cod Chamber's Tourism Summit in December with Candy and Mick. Here's some bullets from Wendy Northcross' presentation:
 - Economic recovery appears to be on track
 - Spending is up, but consumers are more cautious
 - Relief from stress is why people are traveling
 - She felt we are on track to be back to 2008 levels
 - "square root" recovery
 - Net worth is up and debt is down (because people are spending more cautiously and not impulsively)
 - Consumers have reprioritized how they spend. More apt to buy an android, flat panel TV and "experience" type of vacation
 - Data suggests consumers are spending on concerts, sushi lessons, yoga, etc, rather than "stuff" (i.e. vacation or sofa)
- GLSEN and Ptown Heritage Day did not use grants of \$3,000 and \$4,000, respectively. At last meeting Rob suggested making this money available for another set of FY2011 Grants (i.e. events held prior to July 1, 2011). Bob recommends posting in 1/12 or 1/19 Banner for application deadline of 1/31. VSB meeting to decide will be at regular 2/2 meeting. Then we'll get on BOS Agenda at some point in February.

Motion: Move to collapse the GLSEN and Ptown Heritage Day FY2010 unused tourism grants of \$3,000 and \$4,000, respectively, and redeploy to FY2011 Tourism Grant budget, and to approve recommended timeline proposed by Tourism Director.

Motion: Rob Tosner

Second: Hersh Schwartz

5-0-0

- Exceptions to 2:1 match on events prior to 7/1/10. Lynette Molnar requested retroactive application of removing the 2:1 restriction to Women of Color and Single Women's Weekend at the last meeting. The Board members all conceptually agreed, but did not make a motion recommending approval.

Motion: Move to allow exception of the 2:1 matching restriction to the FY2011 Tourism Grant Agreement for Women of Color Weekend and Single Women's Weekend.

Motion: Kathleen Fitzgerald

Second: Hersh Schwartz 5-0-0

- Commercial Street Re-Paving: The VSB has previously set aside \$30,000 of the Historic Walking Tour Reserve for markers when Commercial Street is repaved. Now that a grant has been approved for repaving of Commercial Street, the VSB needs to start thinking about how to spend the \$30,000 because any markers will need to be identified early on in the process. One thought is to use square granite markers that can be engraved to identify landmarks or points of interest. Recommend establishing subcommittee to work on this with the Historical Commission. Hersh volunteers to be part of the sub-committee.

more

Meeting was adjourned at 4:22

Respectfully submitted,

Jackie Kelly