

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
January 19, 2011 3:00 pm
Tourism Office 330 Commercial Street**

Members present: Michael Peregou, Vice Chair; Hersh Schwartz; Jim Bakker; Kathleen Fitzgerald; Michelle Haynes (arrived later).

Members absent: Rob Tosner – excused; Mick Rudd

**Staff: Jackie Kelly – Administrative Assistant- Tourism Office; Radu D. Luca-
Tourism Office Intern**

Bob Sanborn is on vacation

Others: David Gardner- Assistant Town Manager

Meeting was called to order at 3:03 pm by Mike Peregou, Acting Chair

Agenda:

1. Public Statements: None

2. Tourism Director's report

A. Media Placements:

- **Tom on Tour:** This GLBT guide in Germany prints 60,000 issues and is distributed at gay hot spots, gay events and trade shows in Germany and Europe. They offer a 2 page advertorial on gay destinations all over the world for 2,500 euros (last year we paid \$3,680). This is one of our largest international markets.

Motion: Move to approve up to \$3,680 for advertorial in 2011 edition of Tom on Tour as recommended by the Tourism Director

Motion: Hersh Schwartz Second: Jim Bakker 4-0-0

- Fugues: Pre-eminent GLBT publication in Montreal is offering same price as last year (\$425 per month for 1/3 page ad). Recommend taking ads out in March, April, May, June. Canada is another top international market for Provincetown

Motion: Move to approve \$1,700 for four insertions in Fugues as recommended by the Tourism Director

Motion: Hersh Schwartz Second: Jim Bakker 4-0-0

- Damron Guide is offering ½ pages B/W in Men's Guide for \$995 and same in Women's Guide for \$595.

Bob doesn't recommend this, but promised Gina (sales rep) he would raise it to the Board.

All agreed with the Tourism Director not to pursue this.

B. VSB Administration:

- Governor Patrick's annual Summit on Tourism is on March 23rd in Boston for \$135.

Motion: Move to approve \$135 plus travel to register at Governor's Annual Tourism Summit

Motion: Jim Bakker Second: Hersh Schwartz 4-0-0

- Attended ABA's Annual Marketplace. Based on 30+ meetings with Tour Guide Operators, Bob believes we will have another successful Tour Bus season. Most operators feel that Provincetown is a "no brainer" because it is good value in that we offer something for everyone, and it is convenient and much of it is for free (history, natural beauty, lighthouses, whales, beaches, galleries, restaurants, shops, great people watching, etc). Most Tour Operators he met with are seeing a boost in seats per bus and # of busses.
- Trade Show Booth: New Trade Show backdrop has arrived, and it actually even looks better than it did on paper. Therefore, we're set to go for the NYC GLBT Expo, and will supplement it with some photos on easels.
- Reminder that the supplemental FY2011 Grant Review to allocate the additional \$7,000 of unused grants money will be at the next VSB meeting on 2/2 at 3:00 in Tourism Office.

more

2. Approval of Minutes for 01/05/2011

**Motion: Hersh Schwartz
arrived before this vote)**

Second: Jim Bakker

5-0-0 (Michelle

4. Old Business: None

5. New Business

Mike Peregón brought up the bike rack installation incentive program from VSB, encouraging additional bike usage and parking, the VSB will reimburse 50% of the cost not to exceed \$300 per rack of newly installed bike racks by private business, subject to prior approval by the VSB.

David Gardner believes there should not be a limitation to bike racks installed on Commercial Street only and that someone should approve them, such as the VSB or the Tourism Director and the money for the reimbursement could come from the Municipal Fund. Also, the money cannot be transferred from the grant money and what doesn't get spent from the Municipal will carry-over; great initiative, but if moneys cannot be found maybe wait.

Michelle Haynes believes more information on the issue is needed so that the VSB know what they are voting on before moving forward. Mike Peregón said he'd work further on drafting this proposal and finding the appropriate money source.

Jackie Kelly brought up some initiatives on how to increase the number of tourists in the off season, such as a swimming pool in the basement of the Community Center or one of the schools in town, and David Bedard's initiative to put a refrigerated ice skating rink in the MPL. Michelle Haynes enthusiastically recommends and endorses Rob Tosner on behalf of the VSB to be part of the supporting group for this initiative

Move to adjourn:

Motion: Michelle Haynes

Second: Kathleen Fitzgerald

5-0-0

Meeting was adjourned at 4:00 pm.

Respectfully submitted,

Radu D. Luca