

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
March 02, 2011 3:00 pm
Tourism Office 330 Commercial Street**

Members present: Rob Tosner, Chair; Jim Bakker; Kathleen Fitzgerald

Members absent: Michael Peregon , Vice Chair; Hersh Schwartz; Michelle Haynes & Mick Rudd

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

Others: Gabby Hanna (Provincetown International Film Festival) and Georgia McDonald (WCAI radio)

Meeting was called to order at 3:10

Lacking a quorum, the meeting was limited to general discussions, & did not have any motions or votes.

1. Public Statements
 2. **Gabby Hanna – Provincetown International Film Festival & theater at Whalers' Wharf-** spoke about PIFF's plans and progress in purchasing the movie theater at Whaler's Wharf, which will be their permanent, year-round office and venue. They are offering naming opportunities in exchange for donations to their funding campaign. The board indicated possible interest in the marquees which are at the entrance to the building.
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3. Tourism Director's Report

Bob noted that the sewer & storm drainage work on the far East end of Bradford Street is scheduled to be completed in June and possibly by Memorial Day, and the street will be repaved, curb to curb. The work at the far west end of town, near the Provincetown Inn will also be completed, and either patched or repaved.

He reported that the BoS, at their last meeting, voted in favor of increasing parking fees.

The proposed ice-skating rink would cost about \$100,000 for rental, installation and maintenance for a two-month period (mid November to mid-January) according to Radu's research, which would partially be offset by skating revenue. The next step is that a consultant will be making a site visit to Provincetown to provide a more refined estimate.

Media Placements:

- Yankee Magazine: Per a recommendation from a prior meeting, Bob requested a quote for an ad from Yankee Magazine. They will give us a 21% discount for a 1/6 page in their May/June "Best of New England" issue, which would cost \$2,010, down from \$2,540. **Recommended motion: Move to approve \$2,010 for 1/6 page color ad in Yankee. (Tabled until next meeting).**
- **Resto Week Media Plan:**
 - Program: **Recommended motion: Move to approve \$834 plus shipping for 5,000 programs. (Tabled until next meeting).**
 - Radio:
 - NPR: 50 spots on NPR at \$25 per spot is \$1,250. **Recommended motion: Move to approve \$1,250 for 50 spots on NPR. (Tabled until next meeting).**
 - Ocean 104: 50 spots on Ocean 104 is \$1,700. **Recommended motion: Move to approve \$1,700 for 50 spots on Ocean 104. (Tabled until next meeting).**
 - Dunes 102: 150 ads over 3 months for \$1,200. **Recommended motion: Move to approve \$1,200 for 150 ads on Dunes 102. (Tabled until next meeting).** Georgia McDonald was here to answer questions about placement of 15-second ads (the only type offered on NPR). The board was favorable, and mentioned personal experience of positive feedback.
- **2011 Calendar of Events:** We are out of 2011 Calendars and need them for the NYC GLBT Expo. **Recommended motion: Move to approve \$1,284 plus shipping for**

more

15,000 calendar of events. (Tabled until next meeting for a vote, however Rob directed Bob to move forward with the order given time is of the essence).

VSB Administration:

- Pride South Florida is requiring an additional \$175 for a table that Mike Peregon will staff to promote Provincetown during Pride South Florida. **Recommended motion: Move to approve additional \$175 for table at Pride South Florida. (Tabled until next meeting, however Rob directed Bob to move forward with this given time is of the essence).**
- Fam trips: Marlo would like to set up another press trip, but we need to establish guidelines for fam trips as we've been having difficulty getting full participation from business owners. Marlo is proposing that we send around the following eblast to gauge interest. Any input? **(This discussion tabled until next meeting).**

Provincetown's VSB is working with our Boston PR agency to promote the town to magazine and newspaper writers as a destination for arts enthusiasts, GLBT travelers (both young and older), nature lovers, foodies, historical buffs, adventure seekers and just about everyone in between. One of the most successful ways to do this is through a targeted press trip, where we host writers for a couple of days while they get to experience the best our town has to offer.

The PR agency would like to plan two press trips – one in late May to coincide with Restaurant Week (May 20-26) that would target local/regional food and travel writers; and another in early June that would target national writers with art/GLBT/nature/history focus. With support from Cape Air and their relationship with JetBlue, we will be able to accommodate travel for writers coming from around the country, which is something we've been restricted by in the past.

What I'm looking for right now is to gauge your interest in hosting these writers – whether it be a room for a couple of nights, a meal at a restaurant or activity passes. While it's always a difficult decision to give up potential revenue, we really see the value of these press trips and hope you do too. Our last press trip in May of 2009 resulted in some very tangible results that we continued to see well into 2010 – *Boston* magazine, *The Boston Globe*, *Yankee* magazine, etc. Again, it's a struggle to give up a room this summer for a story that could potentially come out more than a year from now, but we've been patient in the past and more after than not, it does pay off.

Please take a moment and consider partnering with the VSB on these press trips. Our PR agency has repeatedly delivered great results for the town and we hope to share our success with your business.

Approval of minutes: none

Old Business: none

New Business: none

Respectfully submitted,

Jackie Kelly