

**Town of Provincetown  
Visitors' Service Board  
Meeting Minutes from  
February 16, 2011-3pm  
Provincetown Tourism Office  
330 Commercial Street**

**Members present: Hersh Schwartz; James Bakker; Kathleen Fitzgerald; Mick Rudd**

**Members absent: Rob Tosner, Chair; Michael Peregou, Vice Chair; Michelle Haynes (all excused)**

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

**Others: Rick Murray, Lynette Molnar**

**Meeting was called to order at 3:03 pm by Kathleen Fitzgerald, acting Chair**

1. Public Statements
2. Marketing Outreach to Women – Lynette Molnar

The VSB has asked Lynette to put together a marketing approach to reach out to women. Lynette designed & presented an advertising approach to appeal to women. Her plan includes a brochure, suitable for distribution at events; print ads in several magazines (because only bundled with printed advertising do the magazines give access to their magazines' eblasts—which for the ones she lists go to over 45,000 women); special event advertising and social media. She noted that although grants she and other groups have gotten make a huge difference in their ability to advertise, even a \$5,000 grant won't cover an \$8,000 one-page ad in Curve. She also noted that 60-70% of the women that she meets on Olivia Cruises have never heard of Provincetown. It is for these reasons that she plans to market Provincetown to women in general, rather than marketing specific events, and hopes that the board will fund those efforts. Given her expertise and track record the board was in favor.

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**Motion: Move to approve up to \$2,400 for Provincetown to participate in Cape Cod Restaurant Week.**

**Motion: Mick Rudd**

**Second: Kathleen Fitzgerald 4-0-0**

**VSB Administration:**

- NYC GLBT Expo: A number of folks have recommended we “jazz up” our presence at the Expo to compete with other higher energy booths (e.g..Atlantic City). The PBG Board has recommended getting two local Drag Queens (Shania Chic and Phyllis Diller) to stand outside our booth and pose for pictures and lure people into the booth. Each would agree to do it for \$500 each, which would pay for their transportation and accommodations. The PBG is willing to match this if the VSB pays for 50%.

**Motion: Move to approve \$500 to be paid to the PBG for live entertainment at the GLBT Expo in New York City in March, 2011.**

**Moved: Mick Rudd**

**Second: Jim Bakker**

**4-0-0**

- Supplemental FY 2011 Tourism Grants. We are on the BOS Agenda for 2/28 to request approval for the 5 supplemental Tourism Grants for \$7,000. Need to know who will be in attendance to determine if a joint meeting needs to be posted. Kathleen designated Rob Tosner to be there, and Hersh might attend, therefore no need to post joint meeting.
- We have set up a free standing brochure rack in the lobby of Town Hall paid for by the VSB. Others will go into the restrooms at Firehouse #2 and the MPL.
- Parking fees: The Finance Committee is proposing to increase parking fees to bridge the FY2011 budget gap.

**Motion: Move to authorize the Tourism Director to write a letter from the VSB, expressing the board’s vehement opposition to a rate increase in parking fees in Town.**

**Moved; Kathleen Fitzgerald**

**Second: Hersh Schwartz**

**4-0-0**

Mick will ask the Chamber to do the same.

**4. Approval of Minutes for January 19, 2011**

**Moved: Hersh Schwartz**

**Second: Jim Bakker**

**4-0-0**

**Approval of Minutes for February 02, 2011**

**Moved: Hersh Schwartz**

**Second: Jim Bakker**

**4-0-0**

*more*

5. Old Business: None

6. New Business:

- a. Tom Shirk, owner of White Porch Inn, is looking for a co-sponsor and support of an article that he is proposing be on the Warrant for ATM, which would reduce the dimension requirements for a structure to be converted to a Bed and Breakfast. While the Town's zoning code allows the "use" of a property to be a bed and breakfast, existing dimensional requirements (required square footage per room) make it virtually impossible for any additional rooms to be added in Provincetown, which is the tourism's funding source. While the VSB agreed they should be supportive, they decided to table this until their next meeting.

Respectfully submitted,

Jackie Kelly