

**Town of Provincetown  
Visitors' Service Board  
Meeting Minutes from  
April 06, 2011 3:00 pm  
Tourism Office 330 Commercial Street**

**Members present: Rob Tosner, Chair; Michael Peregon, Vice Chair; Hersh Schwartz; Jim Bakker; Kathleen Fitzgerald; Michelle Haynes**

**Members absent: Mick Rudd--excused**

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

**Others: Judy Cicero**

Meeting was called to order at 3:03 pm

**Agenda:**

1. **Public Statements:** Judy Cicero provided an update on the project she is leading to raise funds for Town Hall Auditorium seating. She appeared before the Board of Selectpeople and they are in favor of renovating the existing chairs rather than replacing them with new ones. Judy will organize an RFP, and in the meantime has arranged to have a local company clean and pad one chair in such a way that the chair frame can continue to be folded, as a demo.
2. **Tourism Director's report**
  - A. Approval of media placements, brochures, trade shows

**Media Placements:**

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- Fizzwa Magazine: New weekly magazine to promote arts and culture on Cape Cod and the Islands. Their distribution is 25,000 weekly and will be available at super markets, accommodations, attractions, restaurants, Chambers, etc throughout Cape Cod and the Islands. Provincetown will be getting lots of editorial. We are being offered an exceptionally low and special rate to get in the first and second issue, which we can use to promote Restaurant Week/Gallery Stroll \$408 for ¼ page (normal rate is \$510).

**Motion: Move to approve \$816 for two 1/4 page color ads in Fizzwa.**

**Motion: Michael Peregón**

**Second: Kathleen Fitzgerald 6-0-0**

- IGLTA is having their international conference in Fort Lauderdale in early May. This will attract quite a few influential leaders in the GLBT travel industry. They are offering a half page ad in their convention program for \$300.

**Motion: Move to approve \$300 for half page ad in IGLTA Convention Program.**

**Motion: Michelle Haynes**

**Second: Michael Peregón 6-0-0**

- June issue of Boston Magazine features Cape Cod & the Islands. They have offered the same rate that we have had in past years: \$3150 for ½ page ad, and reach 600,000 with this issue.

**Motion: Move to approve up to \$3,150 to place an ad in the June issue of Boston Magazine.**

**Motion: Michelle Haynes**

**Second: Michael Peregón 6-0-0**

- New England Group Travel Planner is a resource guide for travel planners in Canada and New England. They have offered the same rate that we have paid for the past 5-6 years: \$2,110 for a junior page ad in their printing of 8,000 issues.

**Motion: Move to approve up to \$2,110 for a junior page ad in New England Group Travel Planner.**

**Motion: Jim Bakker**

**Second: Rob Tosner**

**6-0-0**

**VSB Administration:**

- At the last meeting Hersh requested that we discuss whether there is any interest to establish some sort of memorial in honor of Steve Melamed and his impact on tourism. After some discussion, it was agreed that Bob will research opportunities for a bench or an engraved stone in the rotary at the end of Commercial Street.
- Room and Meals Option tax has now been received for FY 11-03. Total Rooms tax received was \$193,167.87 and Meals tax was \$29,891.82. The numbers are up, but because these are among the first returns of the new tax schedules, Bob spoke about averaging to give a more realistic perspective on the increase.

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**5. New Business**

Terms for three Board members are due to expire on June 30. Rob Tosner stated that he will not be re-applying. Hersh Schwartz and Mike Peregón stated they will be re-applying.

Mike Peregón represented the VSB while he was on vacation in Fort Lauderdale recently, by staffing a booth at South Florida PrideFest. The Town was well received at the heavily attended festival, and he gave away 400 Tourism Office bags, 600 calendars of events and other printed material.

Mike suggested that we stay alert to the possibility of disruptions in service at the National Seashore and to ongoing road construction in the event that the Federal Government does shut down.

Bob reported that Candace Nagle called from Key West to talk about that town's official designation as "bike-friendly." He and she will continue the conversation about the possibilities for Provincetown on her return.

Move to adjourn:  
Meeting was adjourned at 4:37pm

Respectfully submitted,

Jackie Kelly