

**Town of Provincetown
Visitors Services Board
Meeting Minutes from
April 20, 2011 3:00 pm
Tourism Office, 330 Commercial Street**

Members present: Rob Tosner, Chair; Mike Peregon, 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; Radu D. Luca- Tourism Office Intern;**

Others: David Gardner; Mike Canizales; Candace Nagle; Nick Robertson

Meeting was called to order at 3:04 pm

Agenda:

- 1. Public Statements: Mike Canizales asked the VSB's support in securing the wastewater gallons that would be necessary for the luxury kennel/spa he hopes to develop. He noted that the Town's only existing kennel is currently for sale, and the property could potentially be developed as condos, which would leave the Town without any overnight pet accommodations. While the board recognized the potential loss if there were no kennel in Town, they opted not to take a position as a Board on this issue.**
 - 2. Tourism Director's report**
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A. Approval of media placements, brochures, trade shows:

Media Placements:

- American Art Collector: The July issue (which hits stands in June) is the annual Cape Cod and the Islands issue. They're offering us the same deal as last year, \$2,500 for full page, which includes editorial to promote Provincetown as an arts destination.

Motion: Move to approve \$2,500 for full page color ad in American Art Collector.

Motion: Jim Bakker

Second: Rob Tosner 5-0-0

The Board, in an effort to simplify ad designs and decisions, will suggest concepts by consensus at a meeting, and Bob will execute them.

Hersh suggested that we target the heterosexual tourist in our international ads, because in her experience they outnumber the lesbian/gay European visitor to Provincetown. The ensuing discussion recognized that MOTT has 5 or 7 agencies in Asia and Europe, and that we emphasize editorial by leveraging travel writers rather than media placement in Europe.

- The Banner will have a dedicated, tile-ad page for Restaurant Week, similar to one last year in which we took 3 tiles at \$65 each.

Motion: Move to approve \$195 for three tile-ads to support the efforts of Spring Restaurant Week and Gallery Stroll.

Motion: Rob Tosner

Second: Jim Bakker

5-0-0

B. VSB Administration

VSB Administration:

- At the last meeting we discussed a memorial for Steve Melamed, who had a significant impact on Tourism in town. Bob followed up with Lori Meads about a 2' x 2' granite stone in Pilgrims' Circle, which is \$500 and includes 20 engraved letters. Additional letters are \$5 each. The following would cost \$615

In memory
Steve Melamed
Provincetown Tourism Fund

Note: This would also benefit the maintenance of the circle, which currently has no money.

Motion: Move to approve up to \$750 for beautification of Pilgrim Park Memorial in honor of Steve Melamed.

Motion: Rob Tosner

Second: Mike Peragon 5-0-0

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**Motion: Move to approve \$200 for membership in Boston Concierge Association.
Motion: Mike Peregou Second: Rob Tosner 5-0-0**

3. Approval of Contracts with Graphic Artist and Public Relations Firm

Motion: Move to recommend renewal of contract with Marlo Communications for FY2012 for same terms (\$24,000 plus approved expenses).

Motion: Jim Bakker Second: Hersh Schwartz 5-0-0

Motion: Move to recommend renewal of contract with Graphics Group for FY2012 for same terms (\$8,050).

Motion: Jim Bakker Second: Hersh Schwartz 5-0-0

4. Approval of Minutes

5. Old Business

6. New Business

Recommendations for Tourism Grants, and contracts for PR firm and for graphic design firm will be presented to the Select Board on May 23.

It was suggested that a cigarette-bin be purchased for the outside area to cut down on cigarette butts that are left under the bench around our tree.

Marlo has arranged for a fam trip of "foodie"/travel writers to be here during the upcoming Restaurant Week.

Motion: Move to allocate up to \$3,000 for the Tourism Director to have at this disposal for the Restaurant Week press event.

Motion: Rob Tosner Second: Hersh Schwartz 5-0-0

Respectfully submitted,

Jackie Kelly