

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
May 04, 2011 3:00 pm
Tourism Office 330 Commercial Street**

Members present: Rob Tosner, Chair; Michael Peregon, Vice Chair; Hersh Schwartz; Jim Bakker; Kathleen Fitzgerald; Mick Rudd

Members absent: Michelle Haynes, excused

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

**Others: David Gardner; Jeff Jaran; Nick Robertson; Candy Collins-Boden;
Tony Zampella; Domenic Rosati**

Meeting was called to order at 3:01 pm

Agenda:

- 1. Public Statements**
- 2. Re-cap of Winter-thru-Cabaret Fest events by PBG—Nick Robertson**

Nick Robertson provided an update on the grant to promote Winter Weekends: off season weekends & specials were advertised on website, by eblasts and by postcards, as well as a full page in Boston Spirit. The campaign was successful, especially in attracting second homeowners.—Google Analytics from Oct 1, 2010 to date, reports many unique visits.

Cabaret Fest went from a \$5,000 loss in 2009, to a \$1,600 loss in 2010 to a profit of \$576 in 2011. Google Analytics showed 6,327 unique hits. There were 159 tickets sold.

3. Education Safety Campaign- Tony Zampella presented the concept and the graphic materials for a new safety education campaign. The VSB is being asked to fund the printed materials (two-sided cards that list the “rules of the road” for vehicles, bikes, skaters and skateboards) that will be distributed on ferries, Cape Air, Chamber of Commerce, etc. They need two sponsors and already have the Chamber of Commerce as one. Separately a group

of volunteers is working to have Provincetown recognized as a bicycle-friendly town (similar to recognition given to Key West) and this safety campaign will be a positive element in the list of qualifications for that nomination. There will be an interactive icon for safety concerns accessible on websites. Police Chief Jeff Jaran spoke about the situation for towed cars, and the Town's concern to have a safe, lit and accessible impound yard on Town-owned property.

Motion: Moved to approve \$500 to sponsor the Safety Campaign.

Motion: Rob Tosner

Second: Mike Peregou

5-0-0

4. Tourism Director's report

A. Approval of media placements, brochures, trade shows

Media Placements:

- Discover New England. Annual ad placement for 2012 is the same as it's been for past several years, which is \$4,300 for ½ page ad in Discover New England and Essentially America.

Motion: Move to approve \$4,300 for half page color ads in Discover New England/Essentially America.

Motion: Mick Rudd

Second: Rob Tosner

5-0-0

- Cape Cod Times: Offering tile ads for Restaurant Week for \$150 for two weeks May 15 and 22.

Motion: Move to approve \$150 for two tile ads in Cape Cod Times on May 15 and May 22.

Motion: Mick Rudd

Second: Mike Peregou

5-0-0

Motion: Move to approve \$750 for the July issue (out in June) of Cape Cod Magazine, including 10-12 pages of advertorial.

Motion: Mike Peregou

Second: Mick Rudd

5-0-0

- As an FYI, our brochure distributor in Canada included an ad for Provincetown in East Coast Traveler, which will be broadly distributed at travel trade shows and consumer shows in and around Canada. They are printing 40,000 copies (60,000 next year) of East Coast Travel (Le Voyageur) distributed by New England Tourism Center, which operates primarily in Canada and New England.

B. VSB Administration

VSB Administration:

- There was a round of kudos for the Moors Road project.

Motion: Move to direct Tourism Director to send a letter of thanks and congratulations to the National Park Service for the enhancements to Moors Road, especially in view of improving bicycle access and bike safety.

Motion: Mick Rudd

Second: Mike Peregón

5-0-0

- Bob noted that the three required signatures on our vouchers are redundant (since they are first approved in the Five Year Plan, then as a formal motion in advance of an expenditure, and then with a signature from the Chair). The process is redundant and time consuming and inefficient. He suggests that we amend the policy, which requires BOS approval

Motion: Move to recommend process change to the BOS that eliminates necessity of Chair's signature on vouchers once the VSB has pre-approved expenditures.

Motion: Mick Rudd

Second: Rob Tosner

5-0-0

Motion: Move to approve \$15,000 for FY2012 co-op grant to the Provincetown Business Guild.

Motion: Rob Tosner

Second: Hersh Schwartz

5-0-0

Motion: Move to approve \$15,000 for FY2012 co-op grant to the Provincetown Chamber of Commerce.

Motion: Rob Tosner

Second: Jim Bakker

5-0-0

5. Approval of Minutes

6. Old Business

7. New Business

Respectfully submitted,

Jackie Kelly