

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
May 18, 2011 3:00 pm**

**meeting held at
Provincetown Airport
176 Race Point Road**

Members present: Rob Tosner, Chair; Michael Peregou, Vice Chair; Hersh Schwartz; Jim Bakker; Michelle Haynes; Mick Rudd

Members absent: Kathleen Fitzgerald, excused

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

Others: Gabby Hanna

Meeting was called to order at 3:35 pm

Agenda:

1. Ribbon Cutting at Provincetown Airport---to launch Shuttle service between MacMillan Pier & Provincetown Airport. Dignitaries including State Representative Sarah Peake, John Englert, MA Department of Transportation and Thomas Cahir, Regional Transit Authority, officiated at the re-activation of shuttle service between the Airport and downtown Provincetown.
2. Public Statements: None
3. Gabby Hanna offered a naming opportunity at the existing Whaler's Wharf movie theater, which the Provincetown Film Society has just purchased as their home base.

They propose to place a plaque naming the Visitor Services Board on each of the three lightboxes for a donation of \$5,000. While the Board is wholly behind the Film Society's plan to bring more movies to Town and recognizes that the Film Society will contribute to year-round life, they opted not to accept the offer, choosing instead to find another way to support the Society, leaving the lightboxes as an option for other donors.

4. Tourism Director's report

A. Approval of media placements, brochures, trade shows

Media Placements:

- Boston Phoenix is running its annual summer preview and offering a ¼ page ad for \$750 in New England's Best Summer Guide in June. The Board passed on this item.
- Newsweek remnant rate 1/6 page for \$1435 or 1/3 page for \$2821. The Board passed on this item.

Motion: Move to approve \$400 for a quarter-page, color ad in the 2011 Pride issue of Frontiers Magazine.

Motion: Rob Tosner

Second: Michelle Haynes

6-0-0

The Board also passed on the opportunity to place an ad in Hotspots' Pride issue.

- Bob just returned from the IGLTA Annual Conference. Aside from "social media", another significant emerging trend in tourism is "sustainable tourism", which is much broader than promoting ecotourism or "green." We have all the essential elements to promote sustainable tourism in Provincetown, including unique experience, history, authenticity, nature walks, beaches, waste management, recycling and water conservation programs, bike trails, whales, seasons, progressive views on women and minorities, compost pile, etc. Bob would like to work with Chuck to create a "sustainable tourism" brochure on Provincetown to start to market towards this segment. 15,000 tri-fold brochure costs \$1,809.

Motion: Move to approve \$1,809 plus shipping for tri-fold brochure to promote sustainable tourism in Provincetown.

Motion: Hersh Schwartz

Second: Michelle Haynes

6-0-0

B. VSB Administration

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- We are fortunate that two of our state elected officials, Sarah Peake and Dan Wolf, live in Provincetown. Sarah is the Co-Chair of Committee on Tourism, Arts and Cultural Development. This important Committee is going on “listening tours” around the state, and thanks to Rep Peake they are starting in Provincetown on June 13th. We would like to leave a positive impression on them. Bob would like to get the Town Crier to greet them and to provide lunch for the Committee and staff.

Motion: Move to approve \$500 for expenses (such as Town Crier and lunch) related to listening tour of State of Massachusetts Committee on Tourism, Arts and Cultural Development.

Motion: Michael Peregón

Second: Michelle Haynes 6-0-0

- The Town is providing space in the Freeman Street Building as a Tourism Office. The Beautification Committee and others have volunteered to spruce up the front of the building. We would like to have the interior painted. We have received a bid for \$1,050.

Motion: Move to direct the Tourism Director request of the Town Manager Sharon Lynn that the interior of the Tourism Office be painted.

Motion: Rob Tosner

Second: Jim Bakker 6-0-0

- Rick Murray has been designated by the PBG as their candidate for the PBG seat on the Visitor Services Board. This is subject to Board of Selectmen approval at their meeting on June 27. Once the new Visitor Services Board is in place, we will hold elections at the meeting on July 6, 2011.
- Rob Tosner and Bob Sanborn will request approval for the FY2012 Grant Recommendations of the Board of Selectmen on June 13.

5 Approval of Minutes

6. **Motion: Move to approve the minutes from 04.20.11**

Motion: Hersh Schwartz

Second: Jim Bakker 6-0-0

Motion: Move to approve the minutes from 05.04.11

Motion: Hersh Schwartz

Second: Jim Bakker 6-0-0

6. Old Business: None

7. New Business: None

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Meeting was adjourned at 4:55pm

Respectfully submitted,

Jackie Kelly