

**Town of Provincetown  
Visitors' Service Board  
Meeting Minutes from  
June 15, 2011 3:00 pm  
Tourism Office 330 Commercial Street**

**Members present: Rob Tosner, Chair; Michael Peregón, 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: Rick Murray**

Meeting was called to order at 3:02 pm

**Agenda:**

**1. Public Statements**

- Rick Murray noted that the Women of Color weekend was a success, and that the numbers were up. Women came from as far as Alaska, Texas and Europe as well as from many other parts of the US.
  - Radu Luca, who co-produced Worldfest with John Thomas, reported they printed and distributed posters and 2,500 rack cards; promoted the event on Facebook and sent out emails. The event included a fair at the Unitarian Universalist Meeting House, where organizations disseminated useful information to foreign workers; a concert of Eastern European music and another of Jamaican music, and several group encounters, and was successful for a first year event. Radu reported that the Underground had its best night ever when they hosted Worldfest during the event weekend. Worldfest will continue as an ongoing get-together every Tuesday night this summer, most likely at the Waterford. The event will be held from Sunday through Tuesday (rather than over
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the weekend) next year to make it available to more workers, since many are employed on the weekend.

**2. Tourism Director's report**

A. Approval of media placements, brochures, trade shows

**Travel Trade Shows:**

- National Lesbian & Gay Journalists Association Annual Conference and Trade Show is in Philadelphia on Aug 25 to 28<sup>th</sup>. It's a great opportunity to get in front of travel writers. For \$500 they give us a table, registration and a ½ page ad in their brochure.

**Motion: Move to approve \$500, plus travel costs in accordance with Town policies, for registration to NLGJA Annual Conference.**

**Motion: Mike Peregón**

**Second: Jim Bakker**

**6-0-0**

B. VSB Administration

**VSB Administration:**

- At the last meeting the Board requested a bid on T-Shirts for the Tourism Office Staff and Volunteers who provide information to Tourists. Birdie has provided a bid for \$10 per t-shirt.

**Motion: Move to approve \$300 for 30 t-shirts for Tourism Office staff and volunteers.**

**Motion: Hersh Schwartz**

**Second: Rob Tosner**

**6-0-0**

- Bob reported that we are about \$3,500 shy of our goal of \$27,000 needed for the 4<sup>th</sup> of July Fireworks, but there were sufficient commitments to cover the shortfall.

**3 Approval of Minutes for May 18, 2011**

**Motion: Hersh Schwartz**

**Second: Mike Peregón**

**6-0-0**

**Approval of Minutes for June 01, 2011**

**Motion: Hersh Schwartz**

**Second: Jim Bakker**

**6-0-0**

**4. Old Business: None**

**5. New Business:**

- Mike Peregón reported that two bike racks from the Library will be available for use at the Freeman Street Building. Mike envisions one at the side of the building, and adding the other to the existing one in the front patio.

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- There was a round of thanks and good wishes to Rob Tosner, who has been on the VSB for two terms. Rob's term is up on June 30th. Rick Murray has been identified by the PBG as Rob's successor. Rick's appointment is scheduled for approval by the BOS at their meeting on June 27<sup>th</sup>. The VSB reorganization will be held at it's meeting on July 6, 2011.

Meeting was adjourned at 3:35

Respectfully submitted,

Jackie Kelly