

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from  
July 06, 2011 3:00 pm  
Tourism Office 330 Commercial Street**

**Members present: Michael Peregon, Vice Chair; Hersh Schwartz; Jim Bakker; Kathleen Fitzgerald; Michelle Haynes; Mick Rudd; Rick Murray**

**Members absent:**

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

**Others: Sharon Lynn, David Gardner, Candy Collins-Boden, Doug Kress**

Meeting was called to order 3:03 pm by Michael Peregon

1. Public Statements: David Gardner welcomed Minneapolis Archibald Bush fellow, Doug Kress, who will be in Provincetown for several months, and who has offered his expertise in public policy and preservation work to Town boards and committees.
  2. Annual re-organization of the Visitor Services Board—item moved to later in agenda since Rick Murray will be arriving late.
  3. Tourism Director's report
    - Bob reported that by all accounts, the 4<sup>th</sup> of July was a good weekend. He also noted that 8,000 bears are expected here for 10 days, which will be a significant economic infusion to the local economy in the range of \$16 to \$40 million dollars. Also, Bob estimates that approximately \$10 million is infused into the local economy over the Fourth of July, which is rationale for continuing with the fireworks each year. Bob also stated that Provincetown was included in Cape Cod Art Magazine, in Bird's Eye View (the Cape Air in-flight publication) and that there was considerable advertorial in American Art Collector.
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**Media Placements:**

- Philadelphia Gay News (PGN) is doing a “Weekend Getaways” issue and offering a half page ad for \$616.66. There was a discussion about transitioning away from print ads to social media. No motion was made regarding the PGN ad placement.
- 2012 insertion order for Group Tour Magazine is due. They’re offering the same rate they offered us for years.

**Motion: Move to table decision to approve \$10,931 for 4 half page vertical ads in Group Tour Magazine until September.**

**Motion: Rick Murray**

**Second: Michelle Haynes 5-1-1 (Mike Peregón)**

- Cape Cod Times is offering a triple block on Discover Ptown page in its Friday issues this summer for \$199 per week (normally \$240). They gave us the first week for free.

**Motion: Move to approve \$1,999 for 10 insertions in Cape Cod Times to be designed by Michelle Haynes.**

**Motion: Michelle Haynes**

**Second: Mike Peregón 7-0-0**

- As planned, we have enough 2011 Calendar of Events (trifold) to last us through July/Aug. We need to reprint the remainder of the year on a double-sided rack card.

**Motion: Move to approve \$720 plus shipping for 10,000 double-sided rack cards of the August-December listings of the 2011 Calendar of Events.**

**Motion: Mick Rudd**

**Second: Michelle Haynes 7-0-0**

- Community Marketing is offering us an incredible opportunity. For \$2,500 (normally \$5,000) they are offering a full partnership in its “GLCVB 2011/12 Partnership”, which includes 4 hours of consultation on marketing and media plans, registration in its annual conference, full page ad in its Gay and Lesbian Travel Directory, full page ad in TAG Approved Directory, two insertions in its weekly newsletter, copy of Annual list of LGBT Meeting and Conference Planners, custom page on LLCVB.org, inclusion in its annual tourism survey options, profile of survey respondents that have traveled to Provincetown in past year. Bob attended their conference in Boston last year, and was impressed with their presentation. Also, this will provide us with some updated survey information to better understand the profile for Provincetown visitors.

*more*

**Motion; Move to approve \$2,500 plus travel for partnership with Community Marketing in its GLCVB Program.**

**Motion: Michelle Haynes**

**Second: Kathleen Fitzgerald 7-0-0**

**B. VSB Administration:**

- FY11-4Q Room Tax Revenue of \$75,405 has been received (compared to \$50,144 for prior year). The Tourism Fund receives \$26,392 of this amount, compared to \$22,565 for prior year at higher room tax rate but lower distribution rate. We ended FY2011 with a total deposit in Tourism Fund of \$587,187 compared to forecast of \$460,228 because our forecast was based on a lower room tax rate. Also, there was a one time benefit of \$56,027 to the Tourism Fund during FY11-1Q when we received the higher tax rate at the higher distribution rate. We have accounted for this in our FY2012 budget request.
- BoS formed a Bike Advisory Committee and the following residents have been appointed: Mike Peregón, Candace Nagle, Paul Cezanne, Bill Meadows, and Jef Epstein.
- BoS has requested an annual joint meeting with each Board. We need to identify a date on the second or fourth Monday of any month that's mutually convenient. The Board discussed possible dates and determined that it already has an annual joint meeting with the BoS in November to present the updated Five Year Plan, which should satisfy the request of the BoS.

4. Approval of Minutes

**Motion: Move to approve the minutes from 06.16.11**

**Motion: Mike Peregón**

**Second: Kathleen Fitzgerald**

**6-0-0**

5. New Business

Bob recommended approving a new part-time position to develop and execute a social media campaign in order to meet the VSB's direction to ramp up our presence in social media in order to compete with other destinations. Separately, Bob stated that he needed to take three months off in 2012 and offered to resign or to take a leave of absence with the VSB's support. The Town Manager stated she supported the leave of absence option with a periodic reassessment to ensure it's working for all stakeholders.

**Motion: Move to approve part time position to develop and execute social media campaign and to support Tourism Director's 3 month leave of absence in 2012.**

*more*

**Motion: Rick Murray**

**Second: Jim Bakker**

**7-0-0**

**Motion: Move to change the VSB meeting time to 4pm going forward on the first and third Wednesday of each month (except August when the VSB meets only once on the second Weds of the month).**

**Motion: Rick Murray  
at 4:35)**

**Second: Hersh Schwartz 6-0-0 (Jim Bakker left**

There was a discussion about Town Hall purchasing mail-folding machine and whether Tourism Office participation would be a good value for us given our occasional need for direct mailings. The board did not make any decision on whether to participate in this acquisition and opted to revisit this issue later.

6. Old Business: None

Respectfully submitted,

Jackie Kelly