

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

Members present: Mick Rudd, Chair; Michelle Haynes, Vice Chair; Hersh Schwartz; Jim Bakker; Kathleen Fitzgerald; Michael Peregón;

Members absent: Rick Murray (excused)

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

**Others: Others: Others: Others: David Gardner, Doug Kress, Todd Westrick,
Candy Collins-Boden**

Meeting was called to order 3:03 pm

1. Public Statements

Both David Gardner and Doug Kress commented on the upcoming August 1 meeting that will consider and then decide on street-paving materials to be used in the Fall project to re-pave Commercial Street. The public is invited, and any interested parties can avail themselves of a power-point presentation, which evaluates the various considerations, before the meeting.

Todd Westrick, Chair of the Beautification Committee (BC), thanked the VSB for the extra money allocated to the Beautification Committee in the FY2012 budget. He listed some of the projects that the BC and Town volunteers have done with those funds, including beautification and clean-up of Grace Hall Parking Lot, Lopes Square, and Waterfront Park. He stated that other areas targeted include the area around the comfort stations.

Mick announced that the lower floor of the Library is now open for use, and invited the VSB to consider using its air-conditioned space for future meetings.

2. Tourism Director's report

- Bob noted that the Tides of Provincetown, an exhibit at the New Britain Museum of American Art, has opened and getting a lot of publicity, which is also benefiting Provincetown. The opening set a record for the museum. The state of Connecticut has three huge highway billboards promoting the show in Hartford and New Haven, which will remain until October 15, at which time it will travel to two mid-west locations (possibly three) before returning to the Cape Museum of Art next summer.
- Bob presented the updated Marketing Plan, and told the board that this is the first step in updating the annual Five Year Plan, which must be presented by the VSB to the BoS in November.

Media Placements:

- Bob also spoke about the "Pilgrim Story". He presented the VSB with some vintage tourism brochures that promoted this significant part of history in the past and noted that there is a lack of promotional material on this topic today. He believes there is an opportunity to re-create a promotional brochure because the history resonates with so many groups that it would be an important piece of tourism information. The VSB generally agreed and it was suggested that this be incorporated into the upcoming media plan of the Five Year Plan. Also, Jim noted that November 11, 2011 (11/11/11), the anniversary of the Mayflower's arrival in Provincetown harbor, will be celebrated at the Bas Relief and the Pilgrim Monument & Provincetown Museum, as well as in Plymouth.
- Bob requested clarification/direction on how the Visitor Services Board wants to proceed with media placements and media design. There was some discussion at the last meeting about establishing a Marketing Sub-Committee to take over this responsibility, yet nothing was formalized. He presented the FY2012 Media Plan that was approved as part of the Five Year Plan. Because Bob needs to present his recommendation to the VSB on the FY2013 Five Year Plan in the next few weeks he needs to understand how the VSB wants to proceed with respect to the existing Media Plan. Michelle is in favor of discontinuing reliance on the approved plan and would like to re-assess ways to promote the Town. Kathleen also expressed the need to transition dollars from print ads to social media and the internet like other destinations. Jim stated that print media is still important to the Arts segment. Candy Collins-Boden agreed and stated that print media continues to be important to the group travel market and the "drive away" market (e.g. Cape Cod Times). Candy emphasized the need for a balanced strategy meeting all market segments.

Motion: Move to create a marketing sub-committee, appointed by the chair, and task them initially with reviewing the existing media strategy and making a recommendation to the VSB for how to proceed at the next regular VSB meeting. Mick appointed himself, Rick and Michelle.

Motion: Mike Peregou

Second: Jim Bakker

6-0-0

Motion: Move to present a ceremonial key to the Town of Provincetown to Rob Tosner in recognition of his skillful and diligent service to our Tourism industry.

Motion: Mick Rudd

Second: Michelle Haynes

6-0-0

- There is one time sensitive media placement with New England Traveller, which is a publication and distribution service we utilize to target the Canadian market segment. Last year we placed a half page ad for \$1,000 in this East Coast destination magazine, and 40,000 of the magazines were disseminated at 11 travel trades shows in Canada and Northern New England and New York. This year they plan on producing 60,000 magazines. A half page ad will be \$1,100. Additionally, we paid them \$35 per trade show to distribute our brochures at 11 trade shows, for \$385 plus Canadian sales tax. Because there is still sufficient time to make a decision on this issue at the next meeting, Bob agree to table this pending the recommendation of the newly established Marketing sub-Committee.

VSB Administration:

- A STM is scheduled on October 24th.
- As part of our effort to ramp-up our visibility in social networking, we need to add three badges to our home page so that viewers can instantly link to our Facebook, Twitter and Blogspot pages. Civic Plus will add the badges to our home page at a cost of \$300 per badge.

Motion: Move to approve \$900 to pay Civic Plus to add three badges to our home page.

Motion: Michelle Haynes

Second: Jim Bakker

6-0-0

- At the last meeting the board approved a partnership with Community Marketing, which includes 4 hours of consultation. When Bob explained to them the VSB's desire to get consultation on social networking, they agreed to subcontract two of the 4 hours to Pink Banana, one of the leaders in social networking for destination marketing. Bob asked for suggestions of dates and the VSB responded that we should wait until the newly approved position is hired.
- Need to establish timeline for FY2013 Grant Applications.

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Motion: Move to approve funds to post notice in Banner on September 7th, 14th and 21st that the application process is open with deadline for submission on December 1st at 4 PM EST, with VSB review on December 7th.

Motion: Mick Rudd

Second: Michelle Haynes

6-0-0

3. Approval of Minutes: None

4. Old Business: None

5. New Business:

- a. There will be a First-Day-Issue ceremony for the new Edward Hopper postage stamp at the Pilgrim Monument and Provincetown Museum at 10:30 on August 24.
- b. Two suggested agenda items for next meeting:
 - Review of VSB sponsorship attribution on public projects
 - Bike Safety

Move to adjourn:

Motion: Mike Peregon

Second: Jim Bakker

6-0-0

Meeting was adjourned at 5:03

Respectfully submitted,

Jackie Kelly