

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
August 10, 2011-- 2:00 pm
Tourism Office 330 Commercial Street**

Members present: Hersh Schwartz; Jim Bakker; Kathleen Fitzgerald; Michael Peregou; Rick Murray

Members absent: Michelle Haynes, Vice Chair; Mick Rudd (both excused)

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

Others:

Meeting was called to order at 2:02 pm

1. Public Statements

2. Tourism Director's Report

A. Approval of media placements, brochures, trade shows: None

B. VSB Administration:

- FYI. There are ten applicants for the Assistant Tourism Director/Social Media position. A sub-committee will conduct interviews and will then send the top contenders to Sharon Lynn who will make the final decision.
- The board re-confirmed that going forward the meeting schedule will be the first and third Wednesday of each month at 4pm. The exception is August which traditionally has only one mid-month meeting.

C. Staff Recommendation to VSB of Five Year Plan: As required, Bob presented the staff's recommendation to the VSB of a Five Year Plan on how to spend funds out of the Tourism Fund for FY2013 to FY2017. Bob needs input from the VSB because their recommendation to the BoS is due by November 1, and will be presented at the joint

BoS/VSB meeting on November 15th. Bob stated that David Gardner suggested the VSB consider budgeting approximately \$2,000 sheetrock & paint the public space at Fire Station #3 given this is such a Tourism amenity, and used by most grantees. Rick stated that he would not support this because he does not believe the Tourism Fund should be used to improve town buildings.

3. Marketing Sub-Committee Recommendations:

- Bob stated that the marketing Sub-Committee will not be presenting its recommendations today because Mick and Michelle could not attend the meeting, but will be presented at the next meeting. However, Rick summarized the recommendations, which will eliminate some print ads and transition some money from print ads to social media and radio advertising.

4. Mechanism to review VSB sponsorship attribution on public projects.

- A discussion followed relative to the required signs that credit the VSB's funding to several projects (water fountain at dog park, Water fountain at Town Hall, Waterfront Park). It is agreed that it is important to identify these projects so that locals and visitors know how the Tourism Fund is used to fund certain tourism amenities. Mike Peregon is considering different ways to affix signage to the bike racks.

5. Bike Safety

- Mike Peregon reported that the Bike Safety Committee's scope has been broadened by the BoS and will include cooperating with the Cape Cod Commission to connect the bridge to Provincetown by bike paths.

6. Approval of Minutes

Move to approve minutes from 07/06/11

Motion: Rick Murray

Second: Kathleen Fitzgerald 5-0-0

Move to approve minutes from 06/20/11

Motion: Rick Murray

Second: Kathleen Fitzgerald 5-0-0

7. Old Business

- Final version of Tourism Grant Application must be ready for online use by both PC & Mac users by Sept 7, and Lynne Martin needs some time to construct the form before sending it to Civic Plus for insertion into our website.

Motion: Move to approve the new grant application for FY2013 as presented.

Motion: Rick Murray

Second: Jim Bakker

5-0-0

- Our participation in Town Hall's planned purchase of a mail-folding machine was discussed. It was agreed that we would put that money to better use by investing in social media, the Banner and on PTV.

8. New Business

Motion: move to have the board send a letter of condolence to Mary Henrique's family.

Motion: Rick Murray

Second: Hersh Schwartz

5-0-0

Move to adjourn:

Motion: Jim Bakker

Second: Rick Murray

5-0-0

Meeting was adjourned at 3:03pm

Respectfully submitted,

Jackie Kelly