

**Town of Provincetown  
Visitors' Service Board  
Meeting Minutes from  
September 7, 2011-- 4:00 pm  
Tourism Office 330 Commercial Street**

**Members present: Mick Rudd, Chair; Hersh Schwartz; Michael Peregón**

**Members absent: Michelle Haynes, Vice Chair; Jim Bakker; Kathleen Fitzgerald (all excused) Rick Murray**

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

**Others: Erin Atwood**

Lacking a quorum, the meeting was called to order at 4:30 pm as a working session. Time-sensitive motions were voted upon, each carrying a vote of 3-0-0. Given the time sensitivity, Mick directed Bob to proceed, confident that the motions would be ratified with the one additional necessary vote at the next meeting.

**1 Public Statements**

Bob welcomed Erin Atwood, the PBG's new Executive Director, to the meeting.

**2 Tourism Director's report**

**A. Approval of media placements, brochures, trade shows**

**Media Placements:**

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- New England Tourism Center: Ad in East Coast Traveller Le Voyageur is now due, along with brochure distribution services. ½ page ad is \$1,100, and brochure distribution is \$35 per show for 11 shows for total of \$385.—60,000 to be printed this year

**Motion: Move to approve \$1,485 plus Canadian tax to New England Tourism Center for ½ page ad in East Coast Traveller, Le Voyageur and brochure distribution services.**

**Motion: Mike Peregón**

**Second: Hersh Schwartz 3-0-0**

- Cape Cod Times Fall/Winter Ad Campaign. Thirteen ¼ page full color ads in Sunday total \$11,225.95 (\$863.54 per ad), which is same cost as Spring Ad Campaign. (Note that this is time sensitive if we want to place an ad in the 9/13 paper). Recommended dates and potential concepts are below:

1. 9/13 Tennessee Williams Fest/Pet Apprec Wknd/Historic Home Tour
2. 10/2 Retail: Fall Sidewalk Sales/Columbus Day
3. 10/16 Halloween
4. 10/23 Halloween
5. 10/30 Rediscover Provincetown over Veterans Day
6. 11/6 Veterans Day Weekend (11/11/11)/Lobster Pot Xmas Tree
7. 11/13 Lighting of Monument/Thanksgiving
8. 11/20 Lighting of Monument/Thanksgiving
9. 11/27 Holly Folly
10. 12/18 New Years
11. 2/5 Presidents Day/Valentines Day
12. ?
13. ?

This campaign had been vetted by the Marketing sub-committee and presented to the full board at a previous meeting.

**Motion: Move to approve \$11,225.95 to place thirteen ¼ page ads for Fall/Winter Campaign in Cape Cod Times. The first ad will be in the September 13, 2011 edition, the remainder of the placement schedule/concepts is subject to change.**

**Motion: Mike Peregón**

**Second: Hersh Schwartz 3-0-0**

**Travel Trade Shows:**

- Big E (Eastern States Exposition): MOTT funds a tourism booth at the Massachusetts Building of the Big E, which is a 17 day Fair (trade show). Last year's attendance was over 1.2 million. We are allowed to distribute brochures for the full 17 days if we volunteer for 1

*more*



**Motion: Mike Peregón**

**Second: Hersh Schwartz 3-0-0**

**6. Marlo Update Requested by Michelle Haynes**—this was tabled until the next meeting.

**7. Approval of Minutes:** None

**8. Old Business;** None

**9. New Business**

- a. Mick asked that the following items be added to the Agenda for the September 21 meeting:

Five Year Plan - decision on question of public meeting vs. public hearing  
Consideration of inviting the Banner to “spotlight” article about the VSB  
Discussion of future day and time for VSB meetings

- Mike also asked to add the following to the next Agenda: Purchase of more bike racks
- Mike attended the Cape Cod Commission’s Bike Advisory Committee meeting at Town Hall. Truro and Wellfleet participated, and Eastham plans to participate. The commission’s Clay Schofield is applying for a \$300,000 grant to connect all towns on the Cape from Provincetown to the bridge by bike paths. Mike noted that 405 bikers were counted at the Provincetown Inn rotary within two hours last Saturday.

The meeting was adjourned at 5:30pm

Respectfully submitted,

Jackie Kelly