

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
September 21, 2011-- 4:00 pm
Tourism Office 330 Commercial Street**

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

Members absent: Michelle Haynes, Vice Chair; Rick Murray (both excused)

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

**Others: David Gardner, Assistant Town Manager; Candice Collins-Boden;
Candace Nagle; Todd Westrick; John Thomas**

Meeting was called to order at 4:05pm

1 Public Statements:

- Candace Nagle is on the Bicycle Advisory committee. Armed with the info that a biking vacation is the third most popular among tourists, and therefore a potential boon to our economy, the Committee is working towards infrastructure (bike paths, bike safety regulations, bike racks) that will enhance the visitor's experience. Candace noted that the Cape Cod Times recently had a supportive editorial relative to the Bike Trails, and that Town will benefit from a Cape Cod Commission grant application for \$300,000, submitted last week, designed to improve and expand trails on the Cape. Bob concurred that fitness related vacations are an emerging trend and that it is a huge opportunity that should be developed.

Motion: Move to direct Tourism Director to send a letter from the VSB to Massworks in support of a grant submitted by the Town of Provincetown to create a bike path from the West End rotary to the terminus of National Park lands.

Motion: Hersh Schwartz

Second: Mike Peregón

5-0-0

- Our goal is to make the Town a bike-friendly destination. David presented a brochure done by the Town of Orleans as an example of the type that he envisions the Town doing. It includes maps, trails, safety precautions, bike laws etc. He also got the Seashore's permission to use elements of their brochure. It is expected that the bike shops in Town will give a brochure with every rental.

Motion: Move to approve \$1,284 plus shipping for 10,000 tri-fold brochures branded with our logo to promote bike safety and tourism.

Motion: Jim Bakker

Second: Mike Peregón 5-0-0

Motion: Move to approve \$60 plus shipping to purchase one hundred 4" x 2" metallic weather-proof bumper stickers with Tourism Fund logo to attach to bike racks.

Motion: Mike Peregón

Second: Jim Bakker 5-0-0

- Todd Westrick from the Beautification Committee requested support in his appeal to the BoS next Monday night. It is apparent to him that many areas of Town property are in stages of neglect, and he is recommending decentralizing the oversight process from DPW to specific Town departments (Recreation, Parking, Buildings & Grounds, Art Commission, School, BoS for Town Hall) to oversee Town Property that may be better managed by them. He emphasizes that, in his plan, the overseeing department will not be charged with doing the maintenance, but need to take "ownership" responsibility to see that the work is scheduled and done. He sees this as a strategy for an overall plan, rather than the current situation which requires that the DPW be aware of every area, and then schedule time to maintain it. He suggested it might make sense to consider an outside service. Various board members agreed with Todd's assessment that the solution is more a matter of action than money, but also said that the timing is right, before Town Meeting, if in fact, funding is necessary to implement the plan. Board members praised Todd's efforts to beautify the Town.

Motion: Move to support the Beautification Committee's concept to develop a management plan to maintain outdoor property and to specify delegation of oversight responsibilities.

Motion: Mike Peregón

Second: Jim Bakker

5-0-0

- John Thomas reported that WorldFest was successful, and that he and the co-producer, Radu Luca, are developing plans for the next one. Based on data and feedback from the first, they will schedule it for the Monday after Memorial Day, when fewer people are

more

generally employed, and will also turn the event into a community health day (including all Townies), rather than gearing it only towards seasonal workers. The concert will be on Sunday night; and they hope to get employers more involved in the event. WorldFest evolved into a continuing “meet up” with music and gathering every Tuesday night at the Waterford. John spent close to the full \$1,000 awarded but, through oversight, did not include the VSB logo and tagline on two minor ads. The board voted to pay them anyway.

Motion: Move to pay full disbursement on WorldFest 2011.

Motion: Hersh Schwartz

Second: Kathleen Fitzgerald

5-0-0

2 **Tourism Director Report**

A. Media Placements:

- Group Tour Magazine: We have traditionally taken 4 ads out in this publication for a total of \$10,931. At the VSB meeting on July 6 Rick moved to table decision to approve \$10,931 for 4 half page vertical ads in Group Tour Magazine until September, which passed 5-1-1. The Marketing Sub-Committee is not recommending placement of this ad. Given the prior motion directed me to bring this back up in September and the Salesmen is calling for a decision, we need an official decision by the Board. **Recommended motion: Move to accept recommendation of Marketing Sub-Committee not to advertise in Group Tour Magazine during 2012.**
- This item had been tabled at a previous meeting. Although the marketing sub-committee did not recommend this as a print ad, Hersh thinks it is a mistake not to print it. Mike had two questions: he wanted to know how the \$11,000 would alternatively be spent, and what would be done instead to promote bus tours. Of the sub-committee’s recommended \$115,000 print-ad budget, only \$83,000 has been allocated. Radu is developing a social media marketing plan, but it was generally agreed that social media is not an effective strategy to target the bus tour market. The sub-committee needs a mandate from the full board to help make decisions. It does not have actual authority, and needs to be a future agenda item to discuss their exact responsibility.

Motion: Move to table the recommendation made by the marketing sub-committee not to advertise in Group Tour Magazine, and to direct the Tourism Director to do more research on alternative strategies to reach the tour bus market.

Motion: Mike Peregón

Second: Jim Bakker 5-0-0

B. VSB Administration:

- Note that we need to officially vote on the motions from the prior meeting on 9/7 because we did not have quorum.

The following motions were re-visited to vet the results passed on 09/07/11, when the board was short of a quorum.

Motion to approve \$1,485 advertising with East Coast Traveler: 5-0-0

Motion to approve \$11,225.95 for 13 ads in Cape Cod Times: 5-0-0

Motion to approve travel to Big E in Springfield, Mass: 5-0-0

Motion to approve \$1,800 plus travel to AAA Trade Show: 5-0-0

Motion to approve \$550 to purchase print cartridges for Tourism Office printer: 5-0-0

Motion to approve up to \$2,000 for Tour guide Appreciation Day: 5-0-0

- We have been approved for membership in the Greater Boston Concierge Association. This is a great feat for the Town.

Please see above (in Public Statements) for motions relative to bike safety.

- Bob thanked Jim Bakker for his years for service to the Pilgrim Monument and for his contribution to the arts community.
- The Tides of Provincetown at the New Britain Museum of American Art has had huge promotional value for Provincetown.
- Bob reported that our participation in the NLGJA brought us to the attention of the nationally known Sirius radio station personality, Michael Signorelli, who subsequently broadcast from here, and might be interested in repeating his show from here every year.
- Several other upcoming events promise to bring large numbers to Town during September: Tennessee Williams Festival, Pet Appreciation, House Tours, etc.

3 Five Year Plan- Input from VSB

- Five Year Plan - Mick will take up item the Five Year Plan at the next meeting, and will make it the first thing on the agenda. Also, It is determined that there will not be a public hearing.

5 Consideration of having the Banner do a “spotlight” article about the VSB. This item was tabled.

6 VSB Support for Moors Road Bike Extension. This item was discussed under Public Statements.

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7 **Purchase of more bike racks-** This items was discussed under Public Statements.

8 **Approval of Minutes for 09/07/11**

Motion: Mike Peregón

Second: Kathleen Fitzgerald

5-0-0

Approval of Minutes for 08/10/11

Motion: Kathleen Fitzgerald

Second: Hersh Schwartz

5-0-0

9 **Old Business: None**

10 **New Business**

Motion: Move to re-establish VSB meeting time for 3pm.

Motion: Jim Bakker

Second: Hersh Schwartz

5-0-0

The meeting was adjourned at 6:16 pm

Respectfully submitted,

Jackie Kelly