

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
October 19, 2011-- 4:00 pm
Tourism Office 330 Commercial Street**

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

Members absent: Mick Rudd, Chair

Meeting was called to order at 4:00 by Kathleen Fitzgerald

Others: David Gardner; Doug Kress; Lynette Molnar

1. Public Statements

Doug Kress thanked the board for the opportunity to observe and to work with it, and was thanked by the board for his contributions to streamlining our electronic grant application. Doug will be leaving next week and will go on to working in the Mayor's office in Boston.

Lynette Molnar asked the board to approve payment on two of the events that she produces, in spite of the fact that the final reports are overdue. A family situation required her to be away all of August and part of September. Kathleen Fitzgerald supported Lynette in her request, knowing not only the responsibilities that Lynette carries, but also recognizing that her demographic is critical to Provincetown, and that it needs to be encouraged.

Motion: Move to approve reimbursement for Single Women's Weekend and on Women of Color, despite submitting late for reimbursement.

Motion: Hersh Schwartz

Second: Mike Peregón 5-0-0

David Gardner reported that the original estimated cost of \$1,284, which had been approved at a previous meeting, would, in fact, not be sufficient to design and print 10,000 brochures for the Bike Map and Safety Guide because of the need to expand from a three-fold brochure to a four-fold brochure, which brings the cost up to \$1,680. Also, there is an additional \$600 needed for added illustrations. David attended the Boston meeting of the League of American Bicyclists, whose

accreditation the Town is seeking, in order to be included in their list of bike-safe tourist destinations, and noted that similar brochures are available at all of their approved sites.

Motion: Move to table this request to the next meeting, when design and printing prices can be re-examined.

Motion: Rick Murray

Second: Jim Bakker 4-0-1 (Mike Peregón)

David reported that bike-safety signage is needed at the 4 major entrances to Provincetown, and on Town streets, and that the Bicycle Safety committee wants to “brand” the Share the Road logo on these signs. Twenty-six 12” x 18” signs, and 4 larger signs (24” x 36”) would cost \$1,476.50 (plus \$100 for design modifications).

Motion: Move to table this request to the next meeting to look at all bike related issues together.

Motion: Rick Murray

Second: Hersh Schwartz 5-0-0

2. Approval of the Five Year Plan

Motion: Move to approve the Five Year Plan for Tourism Fund Expenditures FY 2013-FY 2017, as presented by the Tourism Director.

Motion: Rick Murray

Second: Hersh Schwartz

5-0-0

3. Tourism Director’s report

A. Approval of media placements, brochures, trade shows

Media Placements:

- Yankee Magazine submitted proposal. Yankee has a large footprint (1.9 million readers), but ads are expensive (1/3 page for \$2,952, which they’ve discounted by 40% from \$4,920). Bob recommends we take out one 1/3 page ad in their May/June issue, which is their annual travel guide issue and gets a total audience of \$2,278,000,

Motion: Move to approve \$2,952 for 1/3 page ad in Yankee’s May/June issue.

Motion: Jim Bakker

Second: Rick Murray

5-0-0

B. VSB Administration

VSB Administration:

- a. Annual dues to Cape Cod Chamber are \$153.

Motion: Move to approve \$153 for annual membership to Cape Cod Chamber.

Motion: Rick Murray

Second: Jim Bakker

5-0-0

- b. Reminder of the joint BOS/VSB Meeting is 11/14 at 6:00.
- c. Lobster Pot Holiday Decorating Contest;

Motion: Move to approve \$100 for prize for best decorated lobster pot as part of holiday festivities.

Motion: Rick Murray

Second: Jim Bakker

5-0-0

Given the importance of tourism to the Provincetown economy, Rick suggested that the Tourism Director's job classification be raised to what had been its original category. David noted that the question of re-classification is planned for the Spring Town Meeting.

- A bench in front of Town Hall will be dedicated for Ellie this Sunday at 12:30.
- Bob and Radu are working with Town Hall to obtain a Town-owned debit card which will be funded and used by this office so that we can engage in social media marketing.

Motion: Move to approve up to \$2,000 for additional holiday decorations for Town buildings.

Motion: Rick Murray

Second: Hersh Schwartz

5-0-0

4. Marlo—PR firm

There was a discussion about the services that we receive from our PR firm. Bob will supply Marlo's skeleton plan for the year to the board, as well as copies of Marlo's reports from July 1, 2011 to the present, and will send them, as received, to board members in the future. Bob stated that, by contract, they give us twenty hours per month and on average prepare two press releases per year.

5. Approval of Minutes for 09/21/11

Motion: Hersh Schwartz

Second: Jim Bakker

5-0-0

6. Old Business

The memorial stone for Steve Melamed was installed in Pilgrim Circle at the end of Bradford Street a few months ago.

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7. New Business

Mike stated that there will be a National Bike Week, and also a Bay State Bike Week this coming May.

The meeting was adjourned at 5:30pm

Respectfully submitted,

Jackie Kelly