

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
January 04, 2012-- 3:00 pm
Tourism Office 330 Commercial Street**

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

Members absent: Mick Rudd, Chair

Meeting was called to order at 3:07 by Kathleen Fitzgerald

Staff: Radu Luca; Jackie Kelly; (Bob Sanborn is on leave)

Others: Deb McGee; Candy Collins-Boden

Agenda:

1. Public Statements
2. Deb Magee-Payomet/WOMR March concert in Town Hall

Payomet and WOMR have booked Town Hall for the Grammy-Award-winning Blind Boys of Alabama concert on March 24 to celebrate WOMR's 30th anniversary and are looking for \$250 in marketing help. The entire board was supportive, but Mike reminded them that we have declined to help other similar enterprises (eg Counter Productions) and therefore are not able to give funds to this one, but, it was agreed to advise Marlo that the Blind boys will be playing here.

3. Tourism Director's report

Media Placements:

A. Approval of media placements, brochures, trade shows

- The possibility of distributing material at the March 7-11 Berlin Trade Show (IBT) was discussed.
- The Board wants to see more emphasis on our Facebook ads, and now, rather than in April or May. They want these ads to promote Ecotourism, GLBT and the Arts.

B. VSB Administration

VSB Administration:

- Marlo has provided an outline of the proposed 2012 PR calendar (attached). Additionally, with an incremental \$10,000 she has proposed doing two press trips (one in June and one in October). She would allocate the incremental \$10,000 as follows: \$3,000 per press trip for Marlo Communications totaling \$6,000, and the remaining \$4,000 would be allocated towards travel costs to bring in travel writers and for gratuities. Input on whether to proceed?

Motion: Move to approve an additional \$3,000 to Marlo and \$7000 for travel related costs for travel writers for a press trip in Spring 2012.

Motion: Marian Peck

Seconded: Jim Bakker

6-0-0

Social Media (Radu):

- Radu provided an update of social media activity.
4. Approval of Minutes for December 19, 2011

Motion: Hersh Schwartz

Second: Jim Bakker

6-0-0

5. Old Business None

6. New Business None

The meeting was adjourned at 5:00pm

Respectfully submitted,

Jackie Kelly