

**Town of Provincetown
Visitor Services Board
Meeting Minutes from
December 19, 2011—9:00 am
Tourism Office 330 Commercial Street**

Members present: Mick Rudd- Chair; Hersh Schwartz; Jim Bakker; Kathleen Fitzgerald; Michael Peregón; Rick Murray; Marian Peck

Meeting was called to order at 9:00am

Staff: Bob Sanborn- Tourism Director; Jackie Kelly; Radu Luca

Others: Susan Avellar, Lynn Mogell, Candace Nagle, Lynette Molnar

Agenda:

1. Public Statements
2. Tourism Director's report
 - A. Approval of media placements, brochures, trade shows
 - Art Collector: This is a publication we've advertised in for the past several years in their July issue (comes out in June) showcasing the arts in Cape Cod. Some gallery owners had requested we advertise in this publication. For a full page, plus editorial, it would be \$2,600. This is inside our print media budget.

Motion: Move to approve \$2,600 for full page ad in July American Art Collector.

Motion: Mike Peregón Second: Jim Bakker 7-0-0

B. VSB Administration

- 2012 Calendar of Events: At the last meeting you asked me to look into the cost of printing an incremental 5,000 (i.e. 20,000 rather than 15,000) calendars given we will be inserting into the Banner in the Spring. Incremental cost is \$340.

Motion: Move to approve additional \$340 to print incremental 5,000 calendars for 2012.

Motion: Rick Murray Second: Mike Peregón 7-0-0

- Bob reconciled the Tourism Fund through November 2011. On media thru November, the VSB has approved \$74,000 in print, \$15,000 in radio and \$22,000 in social/internet advertising. As of that date there are remaining marketing funds of

\$98,000, of which approximately \$33,000 is earmarked for additional print, \$15,000 is earmarked for additional radio, \$38,000 is earmarked for additional social, and the remaining \$12,000 is unidentified. At the last meeting with Marlo, the VSB board said they may want to allocate some funding to pursue additional promotional efforts. What are the Boards' thoughts??

Motion: Move to request that the Tourism Director ask Marlo for a proposal to bring a professional press trip to Town, and/or to "bring Provincetown" to an outside destination," based on a budget of approximately \$10,000.

Motion: Rick Murray Second: Mike Peregón 7-0-0

- Unused Tourism Grant Money: Bob has completed reconciling the unused Tourism Grant money.

From FY2011, there is \$7,387 that was not used.

Motion: Move to close out \$7,387 in unused Tourism Grants from FY2011 (Men of Color Weekend \$3,000, Library Kiosk \$3,000, World Fest \$106, Provincetown Theater \$1,000, Miss Gay USofA \$31 and Cape Cod Classic \$250).

Motion: Hersh Schwartz Second: Jim Bakker 7-0-0

Motion: Move to close out \$7,395.87 in unused Tourism Grants from FY2007 (Meet Your Man \$845.87, Tennessee Williams \$750, Harbor Lights \$1,000 and Video Tour of Ptown \$4,800).

Motion: Mike Peregón Second: Hersh Schwartz 7-0-0

- Bob has identified \$38,238.03 in unused Tourism Grant Funds prior to FY2007.

Motion: Move to close out \$38,238.03 in unused Tourism Grants from prior to FY2007.

Motion: Rick Murray Second: Jim Bakker 7-0-0

- Need to allocate a portion of aforementioned unused grant money totaling \$53,020.90 to be allocated to FY2013 Grants. Bob recommends we allocate an additional \$50,000 to the FY2013 budget of \$110,000 for Tourism Grants, bringing the total budget for FY2013 Tourism Grants to \$160,000

Motion: Move to reallocate \$50,000 in unused Tourism Grants to the FY2013 Tourism Grant budget.

Motion: Marian Peck Second: Jim Bakker 7-0-0

**Social Media Update (Radu)
covering period 11/12/2011 - 12/11/2011**

Facebook Stats:

- ~ **9,625** fans and 
- ~ **350** fans “talking” about Provincetown at any given time

December Facebook Ad Campaign (to run thru Dec 31): 561, 351 impressions, 381 clicks and 204 connections (as of Dec 15, 2011).

Monthly Interactions:

- post views: 275,402
- post feedback: 1,472
- new page “likes”: 570 (340 came from our ad campaign)

Monthly Active Users: 6,500

Total tab views: Wall (5,270), Photos (124), Information (47), Blog (46)

3 Review of FY2013 Grant Applications

Rick Murray offered that, in full disclosure, he has some association, though no contracts, with about 80% of the grant applicants. Mick stated that he has considered this very scenario, and that it is very likely the case for most Board members in this small Town. He believes it behooves a Board member to disclose any actual conflict, but that hearing none, the Board believes each member is free to vote impartially.

It was determined to eliminate some applications before proceeding, based on the fact that they did not meet the intended purpose of the Tourism Grants. Although these projects are considered to have merit and are encouraged, they were not granted Visitor Services Board funds.

Motion: Move not to recommend a grant to Camp Lightbulb Summer Camp.

Motion: Rick Murray Second: Hersh Schwartz 7-0-0

Motion: Move not to recommend a grant to Mama and Her Boys.

Motion: Kathleen Fitzgerald Second: Hersh Schwartz 6-0-1
(Jim Bakker Abstained)

Motion: Move not to recommend a grant to Next to Normal for FY 2013.

Motion: Hersh Schwartz Second: Kathleen Fitzgerald 4-1-2
(Marian Peck & Jim Bakker abstained)

Motion: Move not to recommend to the Board of Selectmen a grant to Provincetown Theater 2016 Committee for FY 2013.

Motion: Jim Bakker Second: Mike Peregón 7-0-0

AWARDS:

Motion: Move to recommend to the Board of Selectmen a grant to Afterglow, in the amount of \$3,000, for FY 2013.

Motion: Jim Bakker **Second:** Mike Peregion **7-0-0**

Motion: Move to recommend to the Board of Selectmen a grant to Appearances, in the amount of \$2,000, for FY 2013.

Motion: Jim Bakker **Second:** Mike Peregion **7-0-0**

Motion: Move to recommend to the Board of Selectmen a grant to Bear Week, in the amount of \$1,750, for FY 2013.

Motion: Jim Bakker **Second:** Mike Peregion **7-0-0**

Motion: Move to recommend to the Board of Selectmen a grant to Bike Advisory Committee in the amount of \$3,500, for FY 2013.

Motion: Jim Bakker **Second:** Mike Peregion **7-0-0**

Motion: Move to recommend to the Board of Selectmen a grant to Cabaret Fest, in the amount of \$4,000, for FY 2013.

Motion: Jim Bakker **Second:** Mike Peregion **7-0-0**

Motion: Move to recommend to the Board of Selectmen a grant to Castle Hill Paints the Race, in the amount of \$1,000, for FY 2013.

Motion: Jim Bakker **Second:** Mike Peregion **7-0-0**

Motion: Move to recommend to the Board of Selectmen a grant to 8th Annual Provincetown Dance Festival, in the amount of \$1,000, for FY 2013.

Motion: Jim Bakker **Second:** Mike Peregion **7-0-0**

Motion: Move to recommend to the Board of Selectmen a grant to Pilgrim Dog Park, in the amount of \$2,000, for FY 2013.

Motion: Jim Bakker **Second:** Mike Peregion **7-0-0**

Motion: Move to recommend to the Board of Selectmen a grant to 7th International Encaustic Conference, in the amount of \$2,000, for FY 2013.

Motion: Jim Bakker **Second:** Mike Peregion **7-0-0**

Motion: Move to recommend to the Board of Selectmen a grant to Family Week, in the amount of \$1,000, for FY 2013.

Motion: Jim Bakker **Second:** Mike Peregion **7-0-0**

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Motion: Move to recommend to the Board of Selectmen a grant to Fantasia Fair, in the amount of \$3,000, for FY 2013.

Motion: Jim Bakker **Second:** Mike Peregón 7-0-0

Motion: Move to recommend to the Board of Selectmen a grant to FAWC Radio Ads for Summer Workshops, in the amount of \$3,500, for FY 2013.

Motion: Jim Bakker **Second:** Mike Peregón 7-0-0

Motion: Move to recommend to the Board of Selectmen a grant to Provincetown International Film Festival, in the amount of \$19,000, for FY 2013.

Motion: Jim Bakker **Second:** Mike Peregón 7-0-0

Motion: Move to recommend to the Board of Selectmen a grant to International Women's Flag Football Association, in the amount of \$1,000, for FY 2013.

Motion: Jim Bakker **Second:** Mike Peregón 7-0-0

Motion: Move to recommend to the Board of Selectmen a grant to National Gay Pilots' Association Cape Cod Classic, in the amount of \$1,000, for FY 2013.

Motion: Jim Bakker **Second:** Mike Peregón 7-0-0

Motion: Move to recommend to the Board of Selectmen a grant to Ghost Town Haunted Attraction, in the amount of \$2,000, for FY 2013.

Motion: Jim Bakker **Second:** Mike Peregón 7-0-0

Motion: Move to recommend to the Board of Selectmen a grant to Girl Splash, in the amount of \$8,000, for FY 2013.

Motion: Jim Bakker **Second:** Mike Peregón 7-0-0

Motion: Move to recommend to the Board of Selectmen a grant to Great Music on Sundays @5, in the amount of \$5,000, for FY 2013.

Motion: Jim Bakker **Second:** Mike Peregón 7-0-0

Motion: Move to recommend to the Board of Selectmen a grant to Great Provincetown Schooner Regatta, in the amount of \$11,000, for FY 2013.

Motion: Jim Bakker **Second:** Mike Peregón 7-0-0

Motion: Move to recommend to the Board of Selectmen a grant to Holly Folly, in the amount of \$5,000, for FY 2013.

Motion: Jim Bakker **Second:** Mike Peregón 7-0-0

