

**Town of Provincetown  
Visitors' Service Board  
Meeting Minutes from  
February 01, 2012-- 3:00 pm  
Tourism Office 330 Commercial Street**

**Members present: Mick Rudd, Chair; Jim Bakker; Kathleen Fitzgerald; Rick Murray**

**Members absent: Hersh Schwartz; Marian Peck; Michael Peregon**

**Meeting was called to order at 3:00pm**

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

**Others: Candy Collins-Boden; Chuck Anzalone**

**Agenda:**

1. Public Statements

Candy Collins-Boden presented the Chamber's proposed schedule for additional rest room hours of operation.

**Motion: move to support the schedule for rest room hours of operation, as proposed by Candy Collins-Boden, Executive Director of the Chamber of Commerce, which she will propose to the BoS.**

**Motion: Rick Murray**

**Second: Kathleen Fitzgerald**

**4-0-0**

There was a discussion about the imminent renovation of Commercial Street, its impact on the Town, and the need for communication between Town Hall and the business community to keep all interested parties updated about planned and unforeseen events.

Mick has offered David Gardner the services of this office for email and social media to keep people posted. Radu gave a complete list of all our addresses to the MIS department.

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an audience who can arguably most appreciate Provincetown any time of the year. This will also allow us to create a comprehensive experience that speaks to that audience and will translate back to their articles.

- With a focus on GLBT, which geographic markets are of most importance to the VSB so the team can be targeted in their outreach? NYC, Philly, Dallas, Atlanta, Florida, Chicago, LA?
- Assuming this trip will consist of between 5 and 10 journalists: would we invite people in on a Wednesdays and depart on a Friday? Where would they eat each night? Where would they drink each night? (Which shows would they see on Wednesday and Thursday nights in early May?) We could arrange a whale watch and a dune tour, but would they want a clambake (what if it rains?)? Would all restaurants agree to host all 10 for meals? Who on the VSB will join them for meals, etc?
- Also, once an itinerary is created, an eblast will be sent out to the Chamber/PBG soliciting that businesses which are interested in offering two nights' lodging and hosting meals for up to 10 with a specific response date no later than 2/28/12.
- Who from the VSB will help with co-ordination and itinerary?

On Nov 16, 2011 the VSB authorized the printing of 15,000 Calendar of Events for \$1,046 (plus S&H). In fact 20,000 were printed, for which we were charged \$1,386 (plus S&H).

**Motion: Move to rescind the Nov 16, 2011 motion to print the Calendar of Events for \$1,046.**

**Motion: Rick Murray**

**Second: Kathleen Fitzgerald 4-0-0**

**Motion: Move to authorize \$1,386 plus shipping for printing 20,000 Calendar of Events for 2012.**

**Motion: Kathleen Fitzgerald**

**Second:: Rick Murray**

**4-0-0**

**Facebook Stats (12/26/2011-1/24/2012):**

~ 11,600 fans and 

~ 1,500 fans "talking" about Provincetown at any given time

January Facebook ad campaign stats: spent \$350, 853,561 impressions, 1,971 clicks, 1,581 connections,

Monthly Interactions:

- post views: 397,082  16%
- post feedback: 2,726  16%
- new page "likes": 1,552  192%

Monthly Active Users: 13,400  57%

Weekly Active Users (1/18/2012-1/24/2012): 7,444  24%

Source: Facebook- Page Insights for Provincetown (Jan. 27)

Social Media General:

- Klout score 32 (but Klout lacks integration with Facebook Pages)
- Twitter: 904 followers and 
- Google+

Blogging

- Blogspot

3. Approval of Minutes

4. Old Business

5. New Business

The meeting was adjourned at 4:51pm

Respectfully submitted,

Jackie Kelly