

**Town of Provincetown  
Visitors' Service Board  
Meeting Minutes from  
February 15, 2012-- 3:00 pm  
Tourism Office 330 Commercial Street**

**Members present: Mick Rudd, Chair; Hersh Schwartz; Jim Bakker; Marian Peck; Rick Murray**

**Members absent: Kathleen Fitzgerald; Michael Peregón**

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

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

**Others:**

**Agenda:**

1. Public Statements
2. Tourism Director's report
  - A. Approval of media placements, brochures, trade shows

**Media Placements:**

- IGLTA is offering us to advertise in their 2012 Annual Global Convention program that will take place April 12-14 in Florianopolis, Brazil. This is a good opportunity to tap into the South American as well as other international markets and advertise that Provincetown was voted the gayest place in America. Our advertisement will appear in 300 print editions, distributed to travel professionals as the Official Convention Program for 2012. They offer either a full-page or a half-page color ad for \$600 or \$300, respectively.

Recommended motion: Move to approve \$600 for a full-page color ad in IGLTA's 2012 Annual Global Convention.

**Move to table the motion re a full page color ad in IGLTA's 2012 Annual Global Convention.**

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**Motion: Hersh Schwartz  
(Hersh Schwartz abstained)**

**Second: Mick Rudd 0-4-1**

- NYC Pride Guide invited us to reserve a spot in their 2012 edition. The guide has a distribution of 100,000 and an online readership of around 20,000. The guide will be out in print Memorial Day Weekend and online mid-May. They are available at LGBT Community Centers, gay-friendly businesses including restaurants, bars, clubs, retail outlets and other venues in Chelsea, West Village, East Village, Hell's Kitchen and weekly drops in Fire Island and Cherry Grove.

Recommended Motion:

Move to approve \$700 for a quarter-page ad in the 2012 NYC Pride Guide.

**Move to table this question**

**Motion: Rick Murray**

**Second: Hersh Schwartz**

**5-0-0**

B. VSB Administration

**VSB Administration:**

- We need to pay our dues and renew our membership with [shutterstock.com/](http://shutterstock.com/). This is the website where we get some of our photos for various ads we run in Cape Cod Times and other publications. Our graphic designer paid \$75 for the photo we used for Patriot's Day Weekend ad and the membership fee (for 25 photos) is \$229.

**Move to approve \$304 to cover for renewal of membership fee with Shutterstock.com plus one other photo.**

**Motion: Jim Bakker**

**Second: Rick Murray 5-0-0**

- We need to have 2012 Restaurant Week & Gallery Stroll programs printed out. The cost for 10,000 tri-fold programs is \$700.81 (the same price we paid for 10,000 events calendars). Also Staff believes it's a good idea to purchase street banners to advertise the event. The cost of two, 10 x 3 vinyl street banners is \$147.98 and they would be hung back-to-back.

**Move to approve \$848.79 plus shipping for 10,000 Restaurant Week & Gallery Stroll programs; plus two, 10 x 3 street banners to advertise the event.**

**Motion: Marian Peck**

**Second: Jim Bakker**

**Amendment to above motion: It is moved to amend previous motion to approve \$700.81 plus shipping for 10,000 Restaurant Week & Gallery Stroll programs.**

**Motion: Jim Bakker**

**Second: Hersh Schwartz 5-0-0**

**Move to approve the motion as amended.**

**Motion: Jim Bakker**

**Second: Hersh Schwartz 5-0-0**

- Candy Collins-Boden and Mick Rudd had volunteered to install bulletin boards and welcome cards at MacMillan Pier parking lot during the Commercial Street Project so as to offer more information to tourists as well as options regarding parking, etc.
- On follow-up, Mick reported that we are not allowed to affix signs to MPL restrooms.

**Motion: Move to request information updates relative to street construction from Candy Collins-Boden, and/or the Town Manager, Sharon Lynn.**

**Motion: Mick Rudd**

**Second: Hersh Schwartz 5-0-0**

DPW update – Construction began on Monday, 2/13/2012 at Freeman building. Starting then there will be no street parking in the immediate are of construction during work hours (7am to 5pm). Water will be shut off in the immediate area of construction. RBO and DPW will work closely with the Police Department to make any and all necessary traffic detours and notifications in a timely fashion. They will use programmable electronic message boards and other signage if needed. Construction areas will be open to pedestrian traffic as soon as it is safe to do so. Please see full update [here](#).

- The VSB discussed its frustration. They perceive that information is being disseminated in a negative light, and would prefer that the Tourism Office, as a function of its role as a supporter of the Tourism industry, be utilized to communicate with the public at large, in a more constructive way.
- Provincetown made the winter edition of Essentially America and we also received good editorial in German, French and Italian publications thanks to MOTT's international representatives and the FAM trips they put together last year in co-ordination with Tourism Office Staff. Also, Provincetown was included in this weekend's Boston Sunday Globe in a travel story on where to celebrate bachelorette parties in New England.
- On 2/1/2012 we rescinded a motion for \$1,046 (plus S&H) and approved a motion for the total amount of \$1,386 (plus S&H) to print the 20,000 calendars of events for 2012, which we received and paid for.  
We overlooked the fact that on 12/19/2011 we had already approved the additional \$340 to print the incremental 5,000 calendars. We must now rescind that motion from 12/19/2011 to balance the books.  
The 12/19/2011 reads as follows:  
Move to approve additional \$340 to print incremental 5,000 calendars for 2012.

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

**Move to rescind motion from 12/19/2011, which authorized payment of an additional \$340 plus (S&H) for printing incremental 5,000 calendars.**

**Motion: Rick Murray                      Second: Jim Bakker                      5-0-0**

- On January 19, 2012 the Board made a motion to approve a FAM trip this spring no later than May 15. The motion reads as follows:  
Motion: Move to ask staff to communicate with Marlo to move forward with a Spring press trip to occur no later than May 15 with the following caveats: we agree to her fee of \$3,000, payable in six monthly installments, retroactive to January 1, 2012; we recognize our responsibility for support and input by the VSB and the Tourism Office staff to arrange for meals, travel & accommodations. The VSB requests that Marlo extend her reach beyond the northeast region for national rather than regional coverage.
- Motion: Jim Bakker                      Second: Kathleen Fitzgerald                      5-0-0

At the February 1, 2012 meeting the VSB approved different dates for the FAM trip in light of the new updates regarding the Commercial Street Project. Yet, no motion was made then to modify the existing motion.

**Move to modify motion from 1/19/2012 and put together a press trip within the time frame recommended by Marlo MC.**

**Motion: Rick Murray                      Second: Jim Bakker                      5-0-0**

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

- ~ 11,751 fans and 
- ~ 700 fans “talking” about Provincetown at any given time

- post views: 314,891
- post feedback: 3,250  26%
- new page “likes”: 1,635  125%

Monthly Active Users: 12,460  6.4%

Weekly Active Users (2/2/2012-2/8/2012): 7,302  13%

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

Social Media General:

- Klout score 31 (but Klout lacks integration with Facebook Pages)
- Twitter: 926 followers and 

more

- Google+

Blogging

- Blogspot

3. Approval of Minutes for 01.19.12

Motion: Rick Murray

Second: Jim Bakker 5-0-0

Approval of Minutes for 02.01.12

Motion: Rick Murray

Second: Marian Peck 5-0-0

4. Old Business

5. New Business

The results of recent bouts of weather and resulting erosion at Herring Cove Beach were noted. We will invite Mary Jo Avellar to our next meeting to update us on the Seashore's plans to remedy the situation.

It is suggested that a plaque for Linda Silva, a public servant, be placed in her honor.

**Motion: move to approve \$300 for brochure distribution at the Mass Info Center in Plymouth, for the period April 1, 2012 to March 31, 2013.**

**Motion: Rick Murray**

**Second: Jim Bakker**

**5-0-0**

**Motion: move to include the Chamber of Commerce contact info on our Calendar of Events.**

**Motion: Rick Murray**

**Second: Marian Peck**

**5-0-0**

The meeting was adjourned at 5pm

Respectfully submitted,

Jackie Kelly