

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
April 4, 2012-- 3:00 pm
Tourism Office 330 Commercial Street**

Members present: Mick Rudd, Chair; Hersh Schwartz; Jim Bakker; Kathleen Fitzgerald; Michael Peregou

Members absent: Marian Peck (excused) and Rick Murray

Meeting was called to order at 3:05pm

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

Others:

1. Public Statements

Radu relayed to the Board the sad news which he learned at a meeting today. Sandy Turner, DPW Deputy Director, died this morning while recovering from recent surgery.

2. Tourism Director's report

A. Approval of media placements, brochures, trade shows

Media Placements:

- New England Holiday Media (Canada) is offering us a rate of \$2,110 for a junior page ad. This is the same rate as last year.

Motion: Move to approve \$2,110 to advertise in NE Holiday Media

Motion: Hersh Schwartz

Second: Jim Bakker

5-0-0

- Yankee Magazine is offering us to advertise with them in their July/August issue in the section "New England's Best Beach Towns." The ad consists of 50 words and one photo (the size of the two combined will be close to 1/6 of a page). Additionally, they offer 100k on their website for a total price of \$1,750. On October 19, 2011, the VSB approved \$2,952 for a 1/3-page ad in their May/June issue.

more

Motion: Move to approve \$1,750 to advertise in Yankee Magazine, in the July / August 2012 issue

Motion: Hersh Schwartz

Second: Jim Bakker

5-0-0

- Cape Cod Magazine will do a feature on Provincetown in their June 2012 issue. They are offering a rate of \$750 for a ½-page ad and a 60-word listing/write-up. We have previously advertised with them and we traditionally take out an ad in their June issue.

Motion: Move to approve \$750 to advertise in Cape Cod Magazine in the June 2012 issue.

Motion: Mike Peregón

Second: Jim Bakker

5-0-0

- Provincetown Gallery Guide is offering us to advertise in their 2012 guide. They are offering us a discounted rate of \$550 for a full-page ad. Their previous offer was \$895 for a half-page ad.

How will the VSB wish to proceed?

No action taken.

B. VSB Administration

VSB Administration:

- Last week Radu attended the 17th annual Discover New England Summit in Boston. This is a business2business summit and it aims at putting New England suppliers in touch with (inter)national buyers and tour operators. Mick Rudd, who represented the Chamber of Commerce, was also present. Radu's appointments were mainly with international buyers from France, Germany, the UK and Italy. They were all interested in Provincetown, especially in activities, transportation to and from here, dune tours, accommodations, shopping, biking.
- Mick, noted that Europe has recognized and embraced the fast-growing GLBT travel market. He emphasized Provincetown's long history and deserved credibility to that appreciative audience.

While at the show, Radu met with representatives of Quiicky, a member of the Italian IGLTA. They have offered us full membership, which includes a table at the Milan show in 2013, for \$550, and all agreed it might be a great opportunity to expand our reach. Mike spoke about the Federal government's Brand USA, a \$150,000,000 campaign to re-capture a major market share of world travelers. Percentages have been off since 9/11 and in the aftermath of other countries' massive tourism campaigns. He wonders whether some of that money might be available to us to promote Provincetown.

3. Classification and pay scale for Tourism Director position:

It is agreed that since tourism is Provincetown's major economic engine, it is important that the Tourism Director's position be on a par with other department heads.

Meeting was adjourned at 4:50pm
Respectfully submitted,

Jackie Kelly