

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from September 5, 2012—3:00 pm  
Tourism Office, 330 Commercial Street**



**Members present:** Mick Rudd – Chair, Jim Bakker- Vice Chair, Lynn Mogell, Rick Murray, Michael Peregon, Marian Peck, Hersh Schwartz

**Members absent:** none

**Meeting was called to order at 3:00 pm by Mick Rudd**

**Staff:** Bob Sanborn, Anthony Fuccillo, Radu Luca

**Others:** Candice Collins-Boden, Eric Dray, Stephen Borkowski, Val Mamillion, Juan Pisani, Erin Atwood, Candace Nagle, David Gardner

**Agenda:**

1. Public Statements—Five minutes maximum. Board members are not obligated to respond to Public Statements.

Candice Collins-Boden, Provincetown Chamber of Commerce Executive Director, welcomed Tony onboard on behalf of the Chamber and hopes that Tony can attend the Big E Conference.

Candice was concerned that having a bike / pedestrian lane on Bradford Street would mean removing some of the parking spots along Bradford Street, which seasonal workers use to park their vehicles. Also, having a bike / pedestrian lane on Bradford Street might upset Bradford street residents. While she supports the bike path extension, Candice believes this issue should be addressed.

2. Requests: Discussion dependent. Votes may be taken.

- A. Historical Commission is requesting approval to fund re-printing the Historical Walking Tour Brochure (requested by Eric Dray, Chair)

Eric Dray, Chair of the Historical Commission, requested funds to reprint the Historical Walking Tour Brochure and provided three quotes from three different printers. Funds are available in a reserve because it was appropriated via ATM in 2004, but requires authorization of the VSB because the money originally came from the Tourism Fund.

**Motion: Move to approve \$6,225 plus shipping for the printing of 40,000 Historic Walking Tour Brochures.**

**Motion: Rick Murray**

**Second: Marian Peck**

**7-0-0**

B. Marmillion & Co. proposal for funding to create interactive application to capture user and data and to promote Provincetown (Val Marmillion)

As a follow-up from the scoping meeting in August, Val Marmillion talked about a smartphone app development for Provincetown called "iPtown." He outlined the objectives, the strategic approach, the market foundation, reach and impact, and suggested tactics for the app, which would be available for the iPhone and Android.

Val believes the app should include some or all of the following: calendar of events, push notifications, links to social networking, photo gallery and video content, list of businesses and attractions, critical information & weather, services, special events, news, existing Ptown apps (content integration), geo-location (map, directions), demographic data collection.

Val gave the example of the Nantucket app, which has a 6-option menu plus other recommendations in terms of places not to miss.

Val Marmillion will come back before the VSB with bids from app developers not to exceed \$14,000.

**Motion: Move to authorize Marmillion to get three bids to develop the iPtown app.**

**Motion: Lynn Mogell**

**Second: Jim Bakker**

**7-0-0**

C. Bike Committee request for support to continue bike lanes from Bradford Str (Candace Nagle, Chair)

Candace Nagle, Chair of the Bike Committee, requested support to extend the bike / pedestrian lane along Bradford Street from West Vine to Prince Street. She stated that the Cape Cod Commission supports a 10ft wide car lane on Bradford so the Bike Committee proposes to continue having the 10' car lanes on Bradford, but also create bike / pedestrian lanes, which would make Bradford Street safer and more tourism friendly.

Candace said that to date 274 people signed the petition online to support the creation of bike / pedestrian lane on Bradford Str. The Police Chief and the Recreation Department also support this initiative. There are 26 unmetered parking spaces from Nickerson Str. to Carver on both sides of Bradford that would need to be eliminated, but there is capacity to absorb these eliminated spots in other parking areas except for 2 days out of the year (4<sup>th</sup> of July and Carnival parade day).

Mike Peregou, also on the Bike Committee, said they would like to present this concept to the Board of Selectmen and also hold a public hearing, so that the public understands the concept and can provide input.

Although the VSB is supportive of bike and pedestrian safety in town, board members feel they should proceed with caution and wait for input from the Board of Selectmen and the public.

*more*

**Motion: Move to support the Bike Committee's proposal to continue bike / pedestrian lanes on Bradford Street from West Vine to Prince Street.**

**Motion: Mike Peregón                      Second: none**

### 3. Tourism Director's report

A. Approval of media placements, brochures, trade shows-- Tourism Director recommends media placements, brochures and other collateral to promote and market Provincetown as a tourism destination, or town representation in trade shows. Discussion dependent. Votes may be taken.

➤ Bob said that that there was an increase of 7% in the gallons of water pumped this August compared to August 2011. Also, the amount of water pumped in July and August 2012 increased by 15% compared to 2011. The water pumped each month, numbers from the Cape Cod National Seashore, room tax revenue and statistics from municipal parking lots, etc. are metrics that indicate that all-in-all visitor numbers increased during peak season in 2012 compared to 2011.

➤ Radio ads

**Motion: Move to approve up to \$10,000 for Fall Radio Campaign.**

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

➤ Cape Cod Times Fall Campaign: \$863.53 per ad for 13 ads is \$11,225.89.

**Motion: Move to approve \$11,225.89 for Fall Ad Campaign in Cape Cod Times**

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

➤ Tom on Tour: **(tabled from prior meeting)** Historically we have taken out a two page advertorial in Tom on Tour, which is broadly distributed in Germany.

No Motion. Item tabled until next meeting.

➤ Discover New England: **(tabled from prior meeting)** Historically we have taken a half page ad in Discover New England for \$4,260.

No Motion

➤ Group Travel Magazine? In 2011 we ran a ½ page ad 4x at \$2,732.75 per ad for total of \$10,931. In 2012, we ran a ½ page ad 2x at \$2,732.75 per ad for a total of \$5,465.50. Any plans for 2013?

No motion

*more*



**Social Media Update (Radu)**

- Radu provided a social media update

4. Board Members' Statements—comments from Board members. Discussion dependent. Votes may be taken

None provided

5. Approval of Minutes

**Motion: Move to approve the minutes from 8.22.2012**

**Motion: Mike Peregon                      Second: Rick Murray                      7-0-0**

**Motion: Move to adjourn**

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

Meeting was adjourned at 4:35 pm.

Respectfully submitted,  
Radu Luca