

**Town of Provincetown
Visitor Services Board
Meeting Minutes from November 7, 2012—3:00 pm
Tourism Office, 330 Commercial Street**



Members present: Mick Rudd- Chair, Michael Peregou, Marian Peck, Hersh Schwartz, Rick Murray, Lynn Mogell

Members absent: Jim Bakker- Vice Chair, excused

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

Staff: Anthony Fuccillo, Radu Luca

Others: Barbara Rushmore, Candice Collins-Boden, David Mazochi

Agenda:

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

Barbara Rushmore – Chair of the Beautification Committee, gave an update on their organization and past and future projects. The Committee now has four (4) full-time members and about 18k in the Gift Fund to use for various projects at Lopes Square, West End Parking Lot, High Pole Hill Lot and Grace Hall Lot, but also for improvements to the Waterfront Park: a handicapped ramp, rose planting, shading for the area around women's room and fencing from men's bathrooms to the buildings in the near vicinity.

David Mazochi- Ghost Town Haunted Attraction- had some concerns regarding the dates of Halloween Weekend next year given the density of events planned for October 2013. Asked of the VSB to support Oct 31 thru Nov 2, 2013 as dates for next year's Halloween.

Candy, Provincetown Chamber Executive Director, asked membership when Halloween should be celebrated in 2013. There were 6 responses altogether, but the PBG, in a separate survey, received over 100 returns and 72 were in favor of the weekend before Halloween.

The VSB believes that the business community needs to achieve consensus and decide on when to have Halloween in 2013. The VSB will support the decision of the business

community and will promote Halloween Weekend through marketing efforts and resources.

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

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.

- **Cape Cod Times:** Ran two ads in Sunday CCT on 10/20 = Halloween Focus & 10/14 = The fun continues through November – November Weekends

Mike Peregón says we should probably advertise free parking in town this time of year: Our Parking is Free and Open. Lynn Mogell mentioned that we needed to promote the Lighting of the Pilgrim Monument, which is a key event during Thanksgiving Weekend. Staff had previously planned on taking out two (2) ads in the Cape Cod Times in November, one of which would primarily showcase the Lighting of the Monument.

- **Edge:** November digital ad focus = The fun continues through November – November Weekends
- **Historic Walking Tour:** Printed, folded and received. They have been delivered to the Chamber of Commerce, Town Hall and Tourism Office information area.
- **Dunes 102:** Live Remote Broadcast (repeat from 2010 & 2011) at a best-suited location to promote Holly Folly and holiday period. This includes daily promos the week leading up to the event.

Motion: Move to approve \$500 for a two-hour live remote with Ron Robin and Suzanne Tonaire on Saturday 1 December.

Motion: Marian Peck

Second: Mike Peregón

5-0-0 (Hersh

Schwartz was absent for this vote)

- **Ocean 104.7:** Secured all spots through Q1 to highlight Winter Weekends through and including Easter (which falls on 31 March next year)
- **WCOD and Cool 102:** Will have a phone meeting Thursday 8 November to secure Q1 spots. One-Day- Sale offer will happen on this day and we will be able to take advantage of best price

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VSB agrees that we need to promote Valentine's Day, President's Day, Snowbound and Out of Hibernation Ursamen weekends in in the first quarter of 2013.

B. VSB Administration

- **Tourism Marketing Fund:** \$230,665
- **FY 2014 Five Year Plan:** On the BOS agenda for Tuesday 13 November – VSB to present FY 2014 – FY 2018 to the Board of Selectmen
- **FY 2014 Marketing Budget:** In reviewing the back-up for the \$320,000 Marketing budget some changes needed to be made to be in balance – Media Placement Δ to \$217,000 from \$240,000 – Travel and Trade Show remains the same \$30,000 – Other Marketing Expenses Δ to \$73,000 from \$60,000 These changes provide a more true intended strategic spending plan
- **International Strategy:** Marmillion + Company provided a two pronged international strategy. One to establish a type of Fall Homecoming period where we do outreach for foreign student programs associated with regional universities. Second is a broader ad placement strategy for the international market. Two Attachments – Communications Plan 2012-2013 & International Strategy – Outline will be provided breaking down strategy including additional suggestions from Marmillion as a result of our meeting October 25.

The VSB agrees that the international strategy presented to them by the Tourism Director and the PR Firm could be applied to the off-season, but also to some slower times in July and August. The consensus among the VSB members is that we should make the Home Coming more general and approach more than 100 universities and colleges in New England. Marian Peck said that families also take out their children on vacation right after graduation in June. There was also a discussion on the possibility of bringing small ships to Provincetown, given that we have the proper infrastructure and security on the pier. Tourists on small ships may not spend the night in a guesthouse or B&B, but they would eat and shop locally.

- **Cape Cod Chamber of Commerce:** Received the 2012/2013 Membership Bill.

Motion: Recommended motion: Renew Annual Membership with the Cape Cod Chamber of Commerce \$156 for period 11/01/12 – 10/31/13

Motion: Rick Murray

Second: Marian Peck

6-0-0

- **American Bus Association:** Membership Dues and Enhanced Listing in the 2013 Motor Coach Group Travel Publication

Motion: Recommended Motion: Renew Annual Membership with ABA \$579 for Period 1/1/2013 – 12/31/2013

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Motion: Rick Murray

Second: Lynn Mogell

6-0-0

- **Provincetown Bears:** Provincetown Bears did not include **the VSB logo and Sponsored In Part By The Provincetown Tourism Fund in their booklet** – The Logo and tag line are on their website -

Motion: Move to approve the Provincetown Bears final report for reimbursement \$1,750

Motion: Hersh Schwartz

Second: Rick Murray

6-0-0

Discussion: Logo was included on their website, rack cards and on posters.

- **Chuck Anzalone:** Contacted Tourism Office to express concern about new graphic artist using his photography without compensation – Radu and Chuck met November 6 and reviewed all high resolution photos belonging to Chuck. Radu is in the process of removing the images from the Tourism Office photo library
- **iPtown:** We have the updated Persource contract with changes we requested. Radu and I have reviewed the changes and are comfortable with moving forward - The next step is to present to Sharon Lynn, Town Manager for signature
- **IGLTA International Gay Lesbian Travel Association:** Educational and Networking Conference May 2-4 2013- Membership from 85 countries – Previous years 35 countries attend.
- Mike Peregon has done the Fort Lauderdale Pride for the past 3 years in a row. FLP sent a letter to invite us to participate again in 2013.

Motion: Move to approve \$350 for an outdoor covered booth at Fort Lauderdale Pride Fest, March 9-10, 2013

Motion: Mike Peregon

Second: Rick Murray

6-0-0

Social Media Update (Radu)

- Radu provided a social media update

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

Lynn Mogell

Hersh Schwartz

Rick Murray (spoke as VSB member and private citizen) sent an email to businesses around Halloween time to initiate a conversation about Halloween 2013. He emphasized that we should leave it up to the producers to decide on when to have the event. RM agrees with David Mazochi that Halloween should be celebrated Oct 31- Nov 2, and that all events should be celebrated to the maximum and doesn't want to lose the momentum that Halloween creates. He believes that we should capitalize on the

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amount of people that are in town exactly because several events happen at the same time. He also wouldn't want to have the wrong the dates on the calendars especially since most people plan their vacation well in advance.

Mike Peregon – asked of the Tourism Director to find out what is the amount of money in the Municipal budget that carried over from previous years.

Marian Peck

Mick Rudd

5. Approval of Minutes

Motion: Move to approve the minutes from 10.17.2012.

Motion: Hersh Schwartz Second: Lynn Mogell 6-0-0

Motion: Move to adjourn.

Motion: Mike Peregon Second: Lynn Mogell 6-0-0

Meeting was adjourned at 5:00 pm.

Respectfully submitted,
Radu Luca