

**Town of Provincetown
Visitor Services Board
Meeting Minutes from November 28, 2012—3:00 pm
Tourism Office, 330 Commercial Street**



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

Members absent: Marian Peck

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

Staff: Anthony Fuccillo, Radu Luca

Others:

Agenda:

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

None
 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.
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- **Cape Cod Times:** Ran four ads in Sunday CCT November Series - on 11/4= The Fun Continues Through November (November Weekends) - 11/11 = Get In The Holiday Spirit - 11/18 = The fun continues through November - November Weekends 11/25 = Holly Folly Weekend
- **Dunes 102:** Live Remote Broadcast - Recorded Holly Folly 30 second spots with Ron Robin. Spots will run through out the week of November 26 - Live Remote on December 1 from 2-4pm.

B. VSB Administration

- **Tourism Marketing Fund:** \$229.4k
- **FY 2014 Five Year Plan:** On the BOS agenda for Monday 10 December - VSB to present FY 2014 - FY 2018 to the Board of Selectmen - Joint Meeting of BOS & VSB quorum needed
- **Holly Folly Holiday Decorating Contest:** Create a festive holiday environment in town. Three prizes awarded - Best Residential, Commercial Business and Lobster Pot \$100 prize for each - Chamber of Commerce, PBG to provide \$100 each for prizes -

Motion: Provide \$100 prize money to support the Holly Folly Holiday Decorating Contest.

Motion: Mike Peregón

Second: Lynn Mogell

6-0-0

- **IGLTA International Gay Lesbian Travel Association:** Educational and Networking Conference May 2-4 2013 - Membership from 85 countries - Previous years 35 countries attend

Motion: Move to approve \$540 in registration plus travel for Tourism Director to attend the 2013 IGLTA Conference in Chicago

Motion: Mike Peregón

Second: Hersh Schwartz

6-0-0

- **iPtown:** The contract is signed, returned to Persource and first payment of \$7,500 arranged. Will receive layout from Marmillion this week. **90 Day turnaround. Will have the App late February - March 1st**

Discussion: VSB provided input on iPtown app sitemap. The Board feels that Entertainment and the year-roundness of Provincetown are major aspects of Provincetown and they should be emphasized in the app. The VSB also discussed having an appropriate tagline for the app: "America's first... [destination]." was passed around. The Chamber and PBG are good channels to entice people to respond to our call to action to sign up for the app. The licensing agent is a

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good resource for a listing of all licensed businesses in Provincetown. Also, the PR Firm will put out a press release closer to the app's release date.

- **New Trade show Booth and Roll-ups** – Meeting scheduled 21 December with Ellsworth Creative and Marmillion + Company to begin process and schedule

Discussion: VSB provided feedback on how the booth should look like. The Board agreed that the Tourism Office should advertise the year-round aspect of Provincetown, and have the message suited for general tourism, emphasizing the town's diversity.

Roll-ups: the VSB agreed that roll-ups should be fun and provocative and that they leave room for creativity in promoting arts and culture, eco-tourism, attractions, gay and lesbian tourism, the restaurant scene, the town's geo-location. The TD will ask for input from PR Firm and Graphic Designer.

- **2020 Opportunity With Plymouth** – Visited Plimoth Plantation to meet with Executive Director and Marketing Director. Discussed a preliminary idea to promote the 2020-400 year anniversary of the Mayflower Pilgrims first landing in the new world – The concept is to create a tourist adventure which begins in Provincetown where the Pilgrims landed and stayed for five weeks – Provide itinerary for at least one overnight stay in Provincetown – Ferry “nicknamed the Mayflower” will take the visitors to Plymouth to visit the Plimoth Plantation where the Pilgrims sailed to on the sixth week and settled. This will commence in April and go through November 2020
- **2014 VSB Grants Review:** Meeting Scheduled for 9am 19 December

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

5. Approval of Minutes

Motion: Move to approve the minutes from 11.7.2012.

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Motion: Lynn Mogell Second: Hersh Schwartz 5-0-1 (Jim Bakker abstained)

**Motion: Move to approve the minutes from 11.13.2012.
Motion: Hersh Schwartz Second: Rick Murray 6-0-0**

**Motion: Move to approve the minutes from 11.19.2012.
Motion: Hersh Schwartz Second: Rick Murray 6-0-0**

**Motion: Move to adjourn.
Motion: Mike Peregón Second: Hersh Schwartz 6-0-0**

Meeting was adjourned at 5:00 pm.

Respectfully submitted,
Radu Luca