

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from December 17, 2012—5:00 pm  
Town Hall, Caucus Room, 260 Commercial Street**



**Members present:** Mick Rudd- Chair, Michael Peregon, Hersh Schwartz, Marian Peck, Lynn Mogell

**Members absent:** Rick Murray – excused, Jim Bakker- Vice Chair- excused

**Meeting was called to order at 5:00 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. Motions may be made. 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. Motions may be made. Votes may be taken.
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- **Cape Cod Times:** Sunday CCT on 12/16 & 12/23 = Get In The Provincetown Spirit This Holiday Season
- **Radio:** Week of 12/10 *Get In the Provincetown Spirit This Holiday Season* - 30 second spots on WCOD and Cool and Ocean

**Motion: Move to approve \$500 to take out tile ads on WCOD and Cool 102**

**Motion: Mike Peregon**

**Second: Hersh Schwartz**

**5-0-0**

- **Radio:** Week of 12/24 (Free week on Ocean) *Get In the Provincetown Spirit This Holiday Season* - spots repeat Tuesday – Saturday 5 Commercials each day
- **Digital Radio:** Tile ads which direct reader/listener directly to tourism facebook page and website – ads will run monthly from December thru April
- **Edge On The Net:** Picked-up the Press Release – New Year in Provincetown - " But others know a deeper secret; Ptown is the perfect place to start resolutions" - Covers 7 New Year Resolutions touching on all the facets of Provincetown
- **Gayapolis – Blog:** Picked-up New Year in Provincetown and directed readers to EDGE On The Net
- **SHE Magazine:** Marmillion + Company wrote 600 word editorial on Provincetown in the December Travel Issue – VSB also received a free ad
- **iPtown Press Release:** Went out Tuesday 4 December – Call To Action Email to all Licensed Provincetown Businesses sent Tuesday 4 December & Thursday 6 December
- **iPtown Provincetown Banner:** Contacted Pru Sowers which resulted in an immediate editorial Thursday 6 December
- **Group Tour Market:** Placement of ads in key group tour publications for both industry professionals and tourist market.

**Recommended motion: Move to allocate \$14,500 for Group Tour Market media advertising as determined by the Director of Tourism.**

**Tabled until next meeting**

B. VSB Administration:

- **Tourism Marketing Fund:** \$228.7 (update attached to email)
- **Gallery Ehva:** Ewa submitted an invoice for services rendered – Making changes to the layout of Historical Walking Tour brochure and supervision of printing process

**Motion: Move to approve payment of \$650.00 to Gallery Ehva from Historic Walking Tour Budget for services rendered.**

**Motion: Hersh Schwartz**

**Second: Mike Peregon**

**5-0-0**

*more*

- **Proposed Five Year Financial Plan for Tourism Fund Expenditures:** Review Documents BOS will have for Joint Meeting
- **2014 VSB Grants Review:** Meeting Scheduled for 9am 19 December – Tourism Office will provide light breakfast and lunch for VSB and Staff
- **Holiday Lights for Town Hall:** Needed to replace ten strings of lights for Town Hall Trim

**Motion: Move to approve payment of \$89.98 from the Tourism Municipal Funds for the purchasing of holiday lights for Town Hall.**

**Motion: Mike Peregón**

**Second: Hersh Schwartz**

**5-0-0**

### **Social Media Update (Radu)**

- Radu provided a social media update

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

Mick Rudd - ?????

Hersh Schwartz- none

Mike Peregón –

Rail service from Boston to Hyannis will soon resume. Believes we should explore opportunities to bring visitors to Provincetown on Plymouth & Brockton, Cape Cod Transit, etc.

Sunday's Concert (Cape Cod Symphony) at Town Hall was fantastic, but there were some minor issues with the heating system in the Auditorium.

There is a 'free-parking' sign at McMillan lot and there should be one at Grace Hall lot as well, to indicate free parking. Suggested that the Director of Tourism contacted the Parking Administrator and DPW.

Marian Peck- none

Lynn Mogell- would like to discuss renovation of Firehouse #3 at a future meeting

5. Approval of Minutes. Motions may be made. Votes may be taken.

**Motion: Move to approve the minutes from 11.28.2012.**

**Motion: Mike Peregón**

**Second: Hersh Schwartz**

**5-0-0**

*more*

**Motion: Move to adjourn.**

**Motion: Lynn Mogell**

**Second: Hersh Schwartz**

**5-0-0**

Meeting was adjourned at 6:00 pm.

Respectfully submitted,  
Radu Luca