

**Town of Provincetown
Visitor Services Board
Meeting Minutes from January 16, 2013—3:00 pm
Tourism Office, 330 Commercial Street**



Members present: Mick Rudd- Chair, Jim Bakker- Vice Chair, Marian Peck, Lynn Mogell, Rick Murray (conference call)

Members absent: Michael Peregon – excused, Hersh Schwartz-excused

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. 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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B. VSB Administration:

- **Tourism Marketing Fund:** \$228.7K (update attached to email)
- **10 Days of Art:** Ewa submitted for reimbursement for the 2013 event. 70% of the reimbursement is to go directly to the grantee – Before process would like the VSB to agree to reimburse and consider amending the Tourism Grant Agreement to not set president

The VSB agreed that Gallery Ehva invoiced the Ten Days of Art for services rendered, and thus Gallery Ehva was the contracted party.

- **Trade Show Booth:** New 6 Panel Mural and 4 Double Sided Roll-ups.

Motion: Move to approve up to \$5,000 plus shipping for new trade show booth, roll-ups and table drapes.

Motion: Rick Murray

Second: Marian Peck

Discussion: Rick Murray would like to see a mockup of the booth and panels.

Roll Call vote:

Mick Rudd yea
Jim Bakker yea
Lynn Mogell yea
Marian Peck yea
Rick Murray yea
Yea 5

Nay 0

- **iPtown Artwork:** 9 illustrations for landing page icons

Motion: Move to approve \$2,500 for artist to provide 9 illustrations for the iPtown app.

Motion: Rick Murray

Second: Jim Bakker

Roll Call vote:

Mick Rudd yea
Jim Bakker yea
Lynn Mogell yea
Marian Peck yea
Rick Murray yea
Yea 5

Nay 0

- **Board of Selectmen: Requested VSB on the January 28 agenda to discuss 2020 plans**

The VSB believes that the roles of the Tourism Office and the Pilgrim Monument, respectively, should be identified before moving forward. The role of the VSB will be to promote the anniversary with marketing funds. The VSB also believes that there's the need to hire a professional PR Firm, etc to start the process and present to BoS. Tony thinks we need a PR Firm to organize events throughout 2020, with the help of an event planner to be involved in putting on an event on November 11, for instance. A Committee should be put in place and help from local actors involved in reenactments, costumes, etc. should be sought.

- **Provincetown Water Tower:** Permanent, Annual, Biannual installation to improve appearance – create enthusiasm – become a town icon – generate press – impact 2020

The feasibility of this project needs to be determined first. Funding for this project could go through a process and the go-ahead might have to come from the public at Town meeting. The tower could become another Provincetown icon.

- **Calendar of Events** – Being printed and available for distribution end of January

The VSB provided their input about the new layout of the events calendar.

- **2013 VSB Meeting Schedule** – (attached to email) Open for discussion
- **Letter received from the Dog Park Association** contesting not being awarded a tourism grant for FY14

The VSB instructed Tony to send a response letter to the DPA saying that it's not in the VSB's policy to reconsider tourism grant applications and amounts awarded. Denied applicants are encouraged to reapply the following year.

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 – Tony had a conversation with DPW about replacing the brickwork outside the Tourism Office and got an estimate of \$16,590. DPW cannot afford this expense and this project is outside DPW's scope of works at the moment. VSB asked that Tony inquire with the Town on this issue.

Jim Bakker- none

more

Marian Peck yea
Rick Murray yea
Yea 5 **Nay 0**

Motion: Move to adjourn.

Motion: Jim Bakker **Second: Mick Rudd**

Roll Call vote:

Mick Rudd yea
Jim Bakker yea
Lynn Mogell yea
Marian Peck yea
Rick Murray yea
Yea 5 **Nay 0**

Meeting was adjourned at 4:45 pm.

Respectfully submitted,
Radu Luca