

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



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

**Members absent:**

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

**Staff:** Anthony Fuccillo, Radu Luca

**Others:** Candy Collins-Boden

**Agenda:**

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

Candy Collins-Boden attended the Cruise Ship Symposium in Boston with Mick Rudd and Rex McKinsey and is working on a FAM trip for cruise tour operators to take place May 20 & 21, 2013.

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.

- **Radio = 2013 Chowder Festival Sponsorship:** WCOD-WXTK-COOL-WEEI 66 promotional announcements on each station 264 fifteen second mentions read by host/announcer – 60 sixty second commercials on WCOD and COOL – On-Line links across all four radio stations - 6 foot table/booth at the Chowder Festival @ Cape Cod Melody Tent Sunday 23 June - \$10,000 value

**Move to table motion on Chowder Festival Sponsorship.**

**Motion: Rick Second: Mike Peregon**

**Roll Call Vote:**

Mick Rudd yea

Lynn Mogell yea

Hersh Schwartz yea

Jim Bakker yea

Mike Peregon yea

Marian Peck yea

Rick Murray yea

**Yea 7            Nay 0**

**Discussion:** The event is a competition and people rate different kinds of chowders and there are different activities going on at the same time. It's big and a lot of people attend. Mike Peregon asked whether any Provincetown restaurants would attend. Candy said that the Lobster Pot attended successfully for a while, but then stopped participating. Hersh believes the 15-sec spots are not very long and Rick Murray asked for more information on this event, such as how many people attend. Mick questions the marketing value of this event / sponsorship if none of the Provincetown restaurants will attend, but it presents a different marketing opportunity.

- **EDGE on the Net:** May 1<sup>st</sup> will send e-mail blast to 50K EDGE email subscribers – Provincetown Events Calendar edited to highlight LGBT events – This has a global reach

Rick Murray would like to include information about the iPtown in the EDGE email blast.

- **EDGE Media Awards:** Best Night Party, Crown and Anchor Independence – Best Weekly Party, Boat Slip Resort (Tied with Thursday College Night at Boxers NYC

- **News Releases:** Fodor's, Smithsonian and Fox News – Edge Media Awards with tie in to Fodor's, Smithsonian and Fox News
- **iPtown** – Due to delay with illustration process and approval, as well as technical concerns raised by Tourism Office staff the date for the launch of the app will be first week in May

B. VSB Administration:

➤ **Coop Grants:**

**Move to approve \$40,000 for 2014 Coop Grants, \$20,000 each, to Provincetown Chamber of Commerce and Provincetown Business Guild, given passage of FY14 Fiscal-Year Five Plan at Town Meeting.**

**Motion: Mike Peregon**

**Second: Hersh Schwartz**

**Roll Call Vote:**

Mick Rudd yea

Lynn Mogell yea

Hersh Schwartz yea

Jim Bakker yea

Mike Peregon yea

Marian Peck yea

Rick Murray yea

**Yea 7            Nay 0**

- **Marmillion + Company:** Skype Meeting with Val and Josh is scheduled for Wednesday 17 April at 3:15pm. The VSB provided input on discussion topics with the PR Firm: marketing, branding, tagline, press trip, plan, Provincetown 2020, etc. The VSB would like to revisit the drafting of a new tagline.
- **Room Occupancy Tax:** YTD March 31: \$1,604,586 +4.2%, Projection 2013 Tourism Fund=\$592k =3.3%, but room tax to be collected in the 4<sup>th</sup> quarter might be less than projected due to the weather, Commercial Street paving, etc.
- **Travel Writers Press Trip June 2013:** Discussion with Marmillion on press trip and PR Firm will present a draft proposal and budget for press trip
- **International Cruise Symposium:** Provincetown FAM Trip being organized for 10-15 CEO Executives, Travel Writers, Tour Operators to take place May 20 & 21 – Once cost is available a recommendation for funding will be made to the VSB
- **Fire House #3:** Rear storage area has been cleaned out of all furniture and superfluous items – The front of the house is empty – Two large folding banquet tables will be added and stackable chairs – The DPW will paint and carry out additional improvements after the 2013 season.

### **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- provided an updated on the Open Cape project, which will bring 4G wireless signals to Town-owned buildings. Antennas might have to be placed on different buildings around town, such as the Chamber of Commerce, the Provincetown Public Library, etc.

Jim Bakker- none

Hersh Schwartz- none

Rick Murray- had a meeting with representatives from Hot Spots Florida who will host a gay event in Florida in late May and approximately 5000 people attend. Would like to know what the Board feels about it. Organizers will provide Tony with more information to present to VSB.

Marian Peck- none

Lynn Mogell- none

Mike Peregón- would like to know the number of visitors embarked on the two ferry companies from Boston that arrive at McMillan Pier.

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

**Motion: Move to approve the minutes from 3.18.2013.**

**Motion: Hersh Schwartz                      Second: Jim Bakker**

**Roll Call Vote:**

Mick Rudd yea

Lynn Mogell yea

Hersh Schwartz yea

Jim Bakker yea

Mike Peregón yea

Marian Peck yea

Rick Murray yea

**Yea 7                      Nay 0**

**Motion: Move to adjourn.**

**Motion: Jim Bakker                      Second: Mike Peregón**

**Roll Call Vote:**

Mick Rudd yea

Lynn Mogell yea  
Hersh Schwartz yea  
Jim Bakker yea  
Mike Peregon yea  
Marian Peck yea  
Rick Murray yea  
**Yea 7        Nay 0**

Meeting was adjourned at 5:00 pm.

Respectfully submitted,  
Radu Luca