

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from September 17, 2014, 3:00 pm  
Tourism Office, 330 Commercial Street**



**Members present:** Cathy Nagorski – Chair, Jim Bakker- Vice Chair, Hersh Schwartz, Mick Rudd, Marian Peck, Rick Murray

**Members absent:** Bob Sanborn – excused.

**Meeting was called to order at 3:00 pm by Jim Bakker.**

**Staff:** Anthony Fuccillo, Radu Luca

**Others:** Anika Costa – Town Hall Custodian, Beautification Committee, Gloria McPherson – Town Planner, Town of Provincetown, Candice Collins – Boden – Provincetown Chamber of Commerce, Joel Mills – American Institute of Architects, Erin Simmons - American Institute of Architects, Wayne Feiden – American Institute of Architects Team Leader

**Agenda:**

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

Anika Costa would like to put info and educational packets together regarding cigarette litter. Asked the VSB's input on how to prevent and address the issue. CigaretteLitter.com and KeepAmericaBeautiful.com are two of sites used for research. AC will inform other town boards of this initiative.

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

Jim Lande presented a sample of the Carnival footage and a different version of the Entertainment & Nightlife video both previously commissioned by the VSB.

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3. Provincetown 2020 Strategy – discuss strategy and components (requested by Cathy Nagorski)

VSB will meet jointly with the BOS on Monday, Sep 22 at 5 pm. The agenda will be posted and includes the creation of a Steering Committee appointed by the Board of Selectmen to promote the Provincetown 2020 Commemorations and Events.

4. Fall Provincetown Business Summit (requested by Cathy Nagorski)

Staff is looking for a venue and possible dates for the summit, either Nov 3 or Nov 10. Staff would like to bring in a keynote speaker to focus on retail and retail marketing. The summit will pick up where the previous one left off and the goal is to get the different committees off the ground.

5. Design and Resiliency Team (DART)– feedback on (affordable) housing needs and the sustainability of housing (requested by Cathy Nagorski)

DART Team wanted to know more about the VSB and its goals and role. There have been changes in the demographics coming to Provincetown and how all (tourism) organizations work together to promote Provincetown. Tourism is the largest economic engine in Provincetown and there's the need for a partnership between Town Government and the Business Community. The lack of community, affordable year-round or seasonal housing affects the availability of younger (seasonal) workers. VSB members agree that Housing and Economic Development are interconnected and there is the need for strategic planning. DART will have an opening with the members of the community and then report back.

6. 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.

- **SHE Magazine:** Place eight quarter page ads October through May, two full page advertorials with photos, digital leaderboard on website for 8 months.

**Move to approve \$1,200 for eight print ads and digital advertising in SHE Magazine.**

**Motion: Mick Rudd**

**Second: Jim Bakker**

**6-0-0**

- B. VSB Administration: Discussion dependent. Motions may be made. Votes may be taken.

- **Jim Lande':** Consider purchasing the Entertainment & Nightlife video (Jim has provided a \$3,289.95 invoice for consideration), and two 30 second short videos (which would be \$850 each) of both the food and entertainment for possible use on CBS News channel 4

**Move to approve \$3,289.95 for Entertainment & Nightlife video.**

**Motion: Mick Rudd  
abstained)**

**Second: Cathy Nagorski**

**5-0-1 (Rick Murray)**

**Move to approve \$2,040 plus soundtrack costs for two 30-second short videos (Dining, Entertainment & Nightlife).**

**Motion: Hersh Schwartz  
abstained)**

**Second: Mick Rudd**

**5-0-1 (Rick Murray)**

- **Tourism Grant Legal ads:** Placed 3 consecutive legal ads in the Banner for grants applications due December 1 – Ads will run 18 & 25 September and 2 October
- **AAA Marketplace (March 6-8, 2015)** - registration.

**Move to approve \$1,800 for booth, plus travel for staff/volunteers to attend AAA Marketplace.**

**Motion: Rick Murray**

**Second: Jim Bakker**

**6-0-0**

- **Tour Guide Appreciation Day:** Sent a request for proposal to restaurants through the Provincetown Chamber of Commerce & Provincetown Business Guild – Ben & Jerry's offered two containers of ice cream – Lobster Pot offered \$10 per person including tax and gratuity – Mac's Seafood offered \$19 per person plus tax and gratuity
- **Tourism Website:** Contract in place with MILO – Marmillion moving forward with development
- **Provincetown Business Summit:** November 3 or 10 – Op Ed, Place ads in Banner for 2 or 3 weeks – should we place legal ads?
- **Ghost Town:** Received an email from David Flower to advise us he would not be producing Ghost Town this year due to lack of funding – Therefore, the 2015 tourism grant for \$2,000 will not be used

7. Board Members' Statements: Comments from Board Members. Discussion dependent. Motions may be made. Votes may be taken.

Jim Bakker- had conversations with people wanting to place a kiosk outside the tourism office building to provide tourist information. Asked for the VSB's input on this. All board members agree this is a good idea and asked Staff to do further research.

Hersh Schwartz- none

Cathy Nagorski - none

Mick Rudd – none

Marian Peck - none

Rick Murray - none

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

**Move to approve the minutes from 9.3.2014.**

**Motion: Marian Peck**

**Second: Jim Bakker**

**6-0-0**

**Move to adjourn.**

**Motion: Jim Bakker**

**Second: Hersh Schwartz**

**6-0-0**

Meeting was adjourned at 5:05pm.

Respectfully submitted,  
Radu Luca