

**Town of Provincetown
Visitor Services Board
Meeting Minutes from October 1, 2014, 3:00 pm
Tourism Office, 330 Commercial Street**



Members present: Cathy Nagorski – Chair, Jim Bakker- Vice Chair, Hersh Schwartz, Bob Sanborn, Rick Murray- conference call.

Members absent: Marian Peck, Mick Rudd.

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

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. Discussion of upcoming FY16 grant process (requested by Cathy Nagorski)

The FY16 tourism grant application review process is scheduled for Thursday, December 11, 2014 starting at 9 am at the Tourism Office, 330 Commercial Street.

4. 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.

- **Dunes Remote:** Holly Folly Remote – Two hour live remote from 1-3pm on 6 December 2014 – Holly Folly promos will run on the air the week prior

Move to approve \$500 for Dunes 102.3 live remote during Holly Folly weekend.

Motion: Hersh Schwartz

Second: Jim Bakker

Roll Call Vote: 5-0-0

Cathy Nagorski yea

Bob Sanborn yea

Jim Bakker yea

Hersh Schwartz yea

Rick Murray yea

- **Spring Radio Campaign:** One day sales are coming up later this month – We will maximize the dollars allocated for radio in FY15. Recommend allocating \$18K for Spring 2015 radio campaign.

Move to approve \$18,000 for spring 2015 radio campaign.

Motion: Hersh Schwartz

Second: Bob Sanborn

Roll Call Vote: 5-0-0

Cathy Nagorski yea

Bob Sanborn yea

Jim Bakker yea

Hersh Schwartz yea

Rick Murray yea

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

- **Tour Guide Appreciation Day:** Lobster Pot is the lowest bid at \$10 per person including tax and gratuity – The date has been changed to Thursday 30 November due to the conflict with the Governor’s Conference on Tourism
- **History of Tour Guide Appreciation Day:** After some research I found TGAD was originally initiated by the VSB/Tourism Office in 1999 – It has been hosted by the VSB every year since
- **Tourism Website:** We had a phone meeting with MILO and Marmillion – Received 3 templates/comps to review
- **Provincetown 2020 web domain:** Ptown2020.com & Provincetown2020.com

Move to approve \$410.73 for reserving the Provincetown2020.com and Ptown2020.com domains for 10 years.

Motion: Hersh Schwartz

Second: Bob Sanborn

Roll Call Vote: 5-0-0

Cathy Nagorski yea

Bob Sanborn yea

Jim Bakker yea

Hersh Schwartz yea

Rick Murray yea

- **Provincetown Business Summit:** November 3, at Sage Inn & Lounge. Place ads in Banner for 2 or 3 weeks – Recommended motion to approve up to \$3,500 for Fall 2014 Provincetown Business Summit.

Move to approve \$3,500 for the Fall 2014 Provincetown Business Summit.

Motion: Hersh Schwartz

Second: Jim Bakker

Roll Call Vote: 4-0-1

Cathy Nagorski abstention

Bob Sanborn yea

Jim Bakker yea

Hersh Schwartz yea

Rick Murray yea

- **Ghost Town:** David Flower responded to my email and will not be produce Ghost Town this year
- **Holiday Lights Contest:** Participate in the PBG Holiday Lights Contest – Chamber, VSB and PBG each kick-in \$100 for three prizes

Move to approve \$100 for PBG Holiday Lights Contest.

Motion: Cathy Nagorski

Second: Bob Sanborn

Roll Call Vote: 5-0-0

Cathy Nagorski yea

Bob Sanborn yea

Jim Bakker yea

Hersh Schwartz yea

Rick Murray yea

- **Provincetown for Women:** In June of 2012 the VSB voted to approve \$12,000 for marketing Provincetown for Women events in fiscal 2013 – We have requested Lynette Molnar provide receipts for reimbursement on many occasions over the past two years - We are now past the first quarter of fiscal

2015 – The 20 June 2012 motion read “Move to approve \$12,000 in marketing funds for Lynette Molnar to promote Provincetown as a destination for women”

Move to rescind motion from 20 June 2012, which allocated \$12,000 in marketing funds for Girl Power Productions (Lynette Molnar) to promote Provincetown as a destination for women.

Motion: Hersh Schwartz

Second: Rick Murray

Roll Call Vote: 3-0-2

Cathy Nagorski abstention

Bob Sanborn yea

Jim Bakker yea

Hersh Schwartz yea

Rick Murray abstention

- **Animated Logo:** Use for videos and new website, one quote came in between \$2,500 and \$3,500

The VSB decided to table this item indefinitely until more quotes came in.

- **Five Year Plan:** Will complete draft of the Five Year Plan for your review – David Gardner has suggested including \$5k for Pilgrim Memorial Park monuments and grounds restoration under municipal - Discussion and edits will take place at the 15 October meeting – VSB to present to the BOS for approval 17 November

5. Board Members’ Statements: Comments from Board Members. Discussion dependent. Motions may be made. Votes may be taken.

Jim Bakker- none

Hersh Schwartz- none

Cathy Nagorski – was impressed with town manager candidates and glad that a decision has been made.

Talked about the Boston Center for Adult Education and Provincetown’s possible involvement with this project, in terms on presence, cooking classes and representation. The turnaround time is tight; everything needs to be submitted by December 1, 2014 for the May/June catalog. The event for 2015 is the 4th annual and will be called “Sip the Rainbow.” Would like to entice the business community to get involved with this project so that Provincetown gets as much representation as possible.

Talked about the joint meeting with the Board of Selectmen on September 22, where the BoS voted to form a Steering Committee to take on the Provincetown 2020 Commemoration and Events.

Rick Murray – none

Bob Sanborn - none

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

Move to approve the minutes from 9.17.2014.

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Motion: Hersh Schwartz

Second: Jim Bakker

Roll Call Vote: 5-0-0

Cathy Nagorski yea

Bob Sanborn yea

Jim Bakker yea

Hersh Schwartz yea

Rick Murray yea

Move to approve the minutes from 9.22.2014 with the Board of Selectmen.

Motion: Hersh Schwartz

Second: Cathy Nagorski

Roll Call Vote: 5-0-0

Cathy Nagorski yea

Bob Sanborn yea

Jim Bakker yea

Hersh Schwartz yea

Rick Murray yea

Move to adjourn.

Motion: Jim Bakker

Second: Bob Sanborn

Roll Call Vote: 5-0-0

Cathy Nagorski yea

Bob Sanborn yea

Jim Bakker yea

Hersh Schwartz yea

Rick Murray yea

Meeting was adjourned at 4:05pm.

Respectfully submitted,
Radu Luca