

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from March 18, 2015, 3:00 pm  
Caucus Hall  
Town Hall, 260 Commercial Street**



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

**Members absent:** Marian Peck – excused.

**Meeting was called to order at 3:25 pm by Cathy Nagorski.**

**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.

Cathy Nagorski – would like to ask of the VSB for funds for 3 people to represent Provincetown at the Dinah Shore Show in Palm Springs, CA, April 1-5. The total cost for 3 people would be \$3,057. Both Women Innkeepers and the PBG have allocated funds for their representatives to attend the show.

**Dinah Shore Weekend, April 1-5, Palm Springs, CA**

Booth at event for 3 days	\$1,000
Beth McGurr Representation- hotel and flight	\$1,800
Shipping	\$200
<b>TOTAL Approved by VSB 3/4</b>	<b>\$3,000</b>

Taxi/Transportation	\$200
Hotel in Palm Springs (1 room)	\$1,400
Airfare (3 people)	\$3,550
Passes for events (3 people)	\$807
Meals (\$50pp/per day)	\$600
<b>TOTAL</b>	<b>\$6,557</b>
Contribution of WIP approved 3/16	\$2,000
Contribution of PBG approved 3/18	\$1,500
Additional proposed contribution of VSB, motion to be made at 3/18 mtg	\$3,057
TOTAL DINAH Investment	\$9,557
TOTAL VSB Investment	\$6,057

**Move to approve up to \$3,500 plus shipping of collateral for 3 Provincetown representatives to attend Dinah Shore, Palm Springs, CA, April 2015.**

**Motion: Mick Rudd**

**Second: Hersh Schwartz**

**Roll call vote: 5-0-1**

**Mick Rudd yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Bob Sanborn yea**

**Rick Murray yea**

**Cathy Nagorski abstained**

3. Provincetown Spring Business Summit. Discussion dependent. Motions may be made. Votes may be taken (requested by Cathy Nagorski)

Discussion on how the VSB would like to move forward with this event – Should we have a summit twice, or once a year? Tony would like to recommend a departure from the ad hoc groups and make the summits more educational and supportive – Provide a Marketing Tool Kit to help businesses market and advertise, including recommended terminology to help synchronize with the VSB marketing – Possibly bring a speaker from YELP to provide information on how to maximize YELP.

Mick Rudd thinks we should have a summit in the Fall rather than in the Spring, for an increased attendance. Maybe have an informal after hours in the Spring. The summit should also include a talk and updates about Provincetown 2020.

Cathy Nargorski thinks there won't be any new 2020 information this Spring. Businesses owners like to get-together informally and the educational piece of the summit is also useful. Also thinks

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the summit would be a good PR tool for the VSB and the Tourism Office to showcase what we've been doing in terms of marketing and promotion.

Bob Sanborn – have it every other year or when needed, or early in the Fall and have input and feedback for the Five-Year Plan.

Item will be addressed at a future meeting as well.

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.

- **Plymouth County CVB: Brochure Distribution Renewal – Route 3, Exit 5**

**Move to approve \$300 for Plymouth County CVB Brochure Distribution.**

**Motion: Mick Rudd**

**Second: Hersh Schwartz**

**Roll call vote: 6-0-0**

**Mick Rudd yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Bob Sanborn yea**

**Rick Murray yea**

**Cathy Nagorski yea**

- **Greater Boston Concierge Association Membership:** This is the membership for calendar year 2015

**Move to approve \$275 for Greater Boston Concierge Association Membership.**

**Motion: Mick Rudd**

**Second: Hersh Schwartz**

**Roll call vote: 6-0-0**

**Mick Rudd yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Bob Sanborn yea**

**Rick Murray yea**

**Cathy Nagorski yea**

- **Greater Boston Concierge Association Trade Show:** Wednesday 15 April

**Move to approve \$75 plus travel for the Greater Boston Concierge Association Hospitality Trade Show.**

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**Motion: Jim Bakker**  
**Roll call vote: 6-0-0**  
**Mick Rudd yea**  
**Jim Bakker yea**  
**Hersh Schwartz yea**  
**Bob Sanborn yea**  
**Rick Murray yea**  
**Cathy Nagorski yea**

**Second: Mick Rudd**

- **North Shore Pride:** will be held, for the 3<sup>rd</sup> year in a row, in Salem, MA on June 20, 2015.

**Move to approve \$90 plus travel for North Shore Pride Show.**

**Motion: Mick Rudd**

**Second: Hersh Schwartz**

**Roll call vote: 5-1-0**

**Mick Rudd yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Bob Sanborn yea**

**Rick Murray nay**

**Cathy Nagorski yea**

- **CTM Distribution:** CTM has provided average units needed for our distribution program – They are asking for 18,000 units of the tri-fold calendar and 50,000 units of the rack card – We requested new quotes from the printer

**Move to approve \$2,839 plus shipping to print 70,000 rack cards.**

**Motion: Mick Rudd**

**Second: Hersh Schwartz**

**Discussion:** Bob Sanborn believes the number of 70 rack cards is rather high.

**Roll call vote: 6-0-0**

**Mick Rudd yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Bob Sanborn yea**

**Rick Murray yea**

**Cathy Nagorski yea**

**Move to approve \$2,500 plus shipping to print 30,000 Tri-Fold Calendar Brochures.**

**Motion: Hersh Schwartz**

**Second: Mick Rudd**

**Roll call vote: 6-0-0**

**Mick Rudd yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Bob Sanborn yea**



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**Discussion:** Bob Sanborn asked about the circulation of this publication and whether the Provincetown Chamber of Commerce is taking out an ad as well.

**Roll call vote: 4-2-0**

**Mick Rudd yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Bob Sanborn nay**

**Rick Murray nay**

**Cathy Nagorski yea**

- **Outdoor Advertising:** Gathering information about potential billboard advertising in the Boston, Plymouth and Hartford areas. Opportunity to advertise on the Expressway going south on I-93, exit 17.

**Move to approve \$5,800 for a third of a billboard on I-93S at Exit 17 for June 2015.**

**Motion: Hersh Schwartz**

**Second: Mick Rudd**

**Discussion: 4-2-0**

**Roll call vote:**

**Mick Rudd yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Bob Sanborn nay**

**Rick Murray nay**

**Cathy Nagorski yea**

B. VSB Administration

- **Provincetown Business Summit:** items discussed above
- **2020 Update:** Provincetown 2020 Steering Committee meeting scheduled for Friday 13 October at 10:30am – Recap of the Plymouth 400 Inc. Board Meeting Monday 9 March – Massachusetts 400 Forum and the UK Delegation visit to the Massachusetts State House, Plymouth and WDC.

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

Hersh Schwartz – none

Cathy Nagorski – asked staff to follow up with Marmillion on the info kiosk.

Jim Bakker – none

Rick Murray – none

Mick Rudd - none

*more*

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Bob Sanborn - none

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

**Move to approve the minutes from 3.4.2015.**

**Motion: Jim Bakker**

**Second: Hersh Schwartz**

**Roll call vote: 6-0-0**

**Mick Rudd yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Bob Sanborn yea**

**Rick Murray yea**

**Cathy Nagorski yea**

**Move to adjourn.**

**Motion: Mick Rudd**

**Second: Jim Bakker**

**Roll call vote: 6-0-0**

**Mick Rudd yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Bob Sanborn yea**

**Rick Murray yea**

**Cathy Nagorski yea**

Meeting was adjourned at 4:45pm.

Respectfully submitted,  
Radu Luca