

international marketing. The registration is \$450 and the show will take place in Connecticut.

Discussion about trade shows reporting. The Tourism Director indicated that trade shows are either business-to-business, business to consumer or a mix of both. There is a great deal of information to be processed from the trade shows and more attendance feedback is coming in from the trade show organizers. The tourism office needs staff support to enter the consumer leads into the database.

Motion: Move to authorize up to and not to exceed \$750 for expenses to have the Tourism Director attend the 2008 Discover New England trade show.

Motion: Mick Rudd Seconded: Laurel Guadazno Vote: 5-0-0.

Tourism Director request to approve trade show: The Ft. Lauderdale Convention and Visitor's Bureau is hosting the PTO on April 12 and 13th at the pride festival in Fort Lauderdale. Michelle said that perhaps you might get an airline to pick up the cost of the ticket.

Motion: Approve the participation in the Fort Lauderdale pride festival for April 12th and 13th.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 5-0-0.

The Tourism Director requested input from the board regarding the rack cards for cape wide distribution under the contract with the Best Read Guide. The feedback on the current rack card has not been overwhelming however, the three-fold calendar of events is the brochure being well received. Board recommended developing a calendar of events that has been abbreviated. Mick said that in reality people want information. It'll cost you less and just highlight the important happenings.

Motion: Move to have the Tourism Director proceed with the rack card redesign and have a sample of it for VSB approval at the next meeting.

Motion: Rob Tosner Seconded: Laurel Guadazno Vote: 5-0-0.

Review of letter from Campus Provincetown - advertising in their annual course offerings. Done last year as a joint ad with the Adams Grant.

Motion: Approve the insertion of our ad in Campus Provincetown for \$150.00.

Motion: Michelle Haines Seconded: Mick Rudd Vote: 5-0-0.

Provincetown Magazine also wanted the VSB to take an ad in their publication. There was quite a bit of discussion about this; part of the problem is that it's only circulated in Provincetown and doesn't give us a whole lot of exposure. It was decided that more information was needed before a firm decision could be made.

The Tourism Director presented an idea to co-op television advertising with Comcast who are willing to present to the board. Bay State Cruises has expressed a strong financial interest in participating with the other travel partners who are also doing marketing. She'd like to know from the Board – could we participate in this financially? A proposed project amount of a \$40k ad campaign was discussed by the board. The Tourism Director pointed to the use of the film from the VNR's as a basis for the ads. The campaign could piggyback on the ongoing marketing efforts for car-free vacations.

Rob asked quite a few specific questions, i.e., so this would be generic Provincetown – with no specific events?, so these ads will be run on TV?, etc.

Michelle indicated she had spoken with Michael at Bay State - we do have all the materials but let's get the newscasters to push Provincetown. There are so many people competing and we'd like to see kicker stories – continue the meetings with Comcast but push for news stories about Town.

Rob said that he was on NECN a few years ago and they solicited him. The Tourism Director indicated that NPR has an advertising proposal for a radio campaign.

Informational piece from Rockland County (Nyack, NY) is having a gay and lesbian pride festival and they want us to co-sponsorship; they have a very large gay community.

Town Meeting

David Gardner announced the change in location of the town meeting due to the closing of the Town Hall auditorium. It also means that none of the rentals for shows, Film Festival, etc. can be held in the Town Hall.

VSB budget article: Mick thought it might be useful for one of us sitting in the audience to say that – working with the BoS we increase our support of town, etc. It was then thought by most of the members of the VSB that it would be wiser to say nothing in the hopes that bigger issues in Town would be questioned.

Meeting Minutes

The minutes of the last meeting will be available at a future meeting.

New Business

Discussion about media inquires –the Tourism Director indicated the calls are forwarded to FOCUS Communications. They meet weekly to discuss follow up and will include these contacts in their next media report.

Rob next commented on the negative messages being reported in the media about Provincetown, i.e., H2b means some restaurants will have to have adjusted hours or close due to a lack of help, the programs for Town Hall have to be curtailed due to the condition of the building, poor economic situation, cost of gasoline, etc. Rob said that we have to turn around the negative messages!

Motion: Lisa should work with FOCUS and get a news release out for the 1st of April showing enthusiasm for what is going on in Provincetown.

Motion: Michelle Haines Seconded: Laurel Guadazno Vote: 5-0-0.

Old Business

Michelle suggested that everyone should visit a website www.adirondack.com

MOTION: Move that the Visitor Services Board vote, pursuant to MGL C. 39, §23B, clause 3, to go into executive session for the purpose of discussing staffing of the Tourism Office; and not to convene in open session thereafter. [Roll Call Vote]

Motion by: Rob Tosner

Seconded by: Kathleen Fitzgerald

Laurel Guadazno - Yea

Michelle Haines – Yea

Mick Rudd - Yea

Yea 5 Nay 0 - Motion Passes -

The Board went into Executive Session at 4:42 p.m.

THE NEXT MEETING DATE WILL BE APRIL 1 AT 3:00 P.M.

Respectfully submitted,

E. Rogers Gaudiano

Approved by _____ on _____ 2008

Rob Tosner, Chair