

**Visitor Services Board**  
**April 1, 2008**  
**3:00 p.m.**  
**Judge Welsh Hearing Room**

**Members present:** Kathleen Fitzgerald, Michelle Haynes,  
Laurel Guadagno, Michael Peregou, and Rob Tosner.

**Members absent:** Mick Rudd and Rita “Hersh” Schwartz

**Staff:** Lisa Bowden, Tourism Director

**Others:** Chuck Anzalone, Candi Collins-Boden, Don Knunttila,  
David Gardner, and Patricia Zur.

The meeting was called to order at 3:02 p.m

**Public Statements**

Patricia Zur, publisher of Provincetown Art Guide, had just popped in to see Lisa and heard that the VSB felt that its advertising dollar was better spent outside of Provincetown. She then went on to tell the many ways that her publication benefits the Town. Rob said that it was a beautifully done presentation but the VSB is struggling with the different ways that the VSB can get the “most bang for the buck.”

Michelle Haynes urged Patricia not to take this personally because in the near future the VSB is going to explore where we are and our allocations may change as we further research our expenditures. After a few more questions, Patricia was thanked for her input and reassured that the matter would probably be looked at again.

**Waterfront Park Bid Contract Discussions**

The group was informed that all the bids that came in over the amount agreed to by the BoS. The closest bid was from Pro-built Construction Milford, CT in the amount of \$79,995. The amount that had been anticipated in a budget projection from Patrick Eleey was \$76,916. It was decided to go back to the BoS for approval of the contract otherwise the project would be delayed another year.

David Gardner cautioned that the proposal from Pro-built didn’t include any contingency fees; therefore David recommended using some of the carry over funds in the VSB’s budget for adding in the additional cost as well as the contingency fees.

**Motion: Move to recommend to the Board of Selectmen (BoS) that they enter into a contract with Pro-built Construction for the Waterfront Park in the amount of the low bid (\$79,995) and - with the BoS approval - use the VSB’s carry-over funds for contingency fees and the additional amount of the contract up to a cap of \$85,000.**

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

Kathleen Fitzgerald and David Gardner will present the annual VSB grant recommendations as well as the above proposal to the BoS on April 14<sup>th</sup>. Further, David said, the third quarter room tax report is up 78% from last year. The period represents room tax collected in November, December, and January.

**3:45 p.m.**

**Motion: Move to adjourn the meeting until 4:00 p.m.**

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

**4:00 – the meeting was reconvened.**

## Public Relations Contract Discussions

It had been decided that a marketing subcommittee would be set up consisting of Kathleen Fitzgerald, Michelle Haynes, Mick Rudd, and Rob Tosner. Chuck Anzalone (graphics), Candi Collins-Boden (CoC), and Don Knunttila (PBG) were also in attendance for this discussion.

There was a lengthy discussion on how to handle press releases and also on the merits of FOCUS and their benefit to the Town and its tourism industry.

Discussion by the board regarding the specifics of the contract with the PR firm FOCUS Communications. The Tourism Director circulated the contract for the board to review again– she indicated it was developed in response to the RFP process and approved by the VSB. The contract is for \$24K/annually for media relations. Michael Peregon led the discussion about the specifics of the board’s dissatisfaction with the firm.

Don K. said that we want to see reference made to Provincetown being a gay and lesbian community in all our marketing materials. Candi C-B said that families and the rest of the community need to be represented and marketed as well.

Rob said that he wants a report from Alex Heilala about how much we’ve paid FOCUS. Kathleen inquired about FOCUS and their other local client. Michelle indicated that she had seen PAAM mentioned several times in their 2007 press report and that indicated a red flag to her.

The Tourism Director indicated that the PTO has previously used the services of PR Newswire to distribute press releases with VSB approval of the expenditure. Michelle also said that using PR Newswire went out a long time ago and the AP Associated Press was free.

Discussion lead by Michelle Haynes regarding press releases and promoting the Town as being all-inclusive. She said she would also work on boilerplate which would be attached to the “spring has sprung” release. The Chair emphasized the importance of coordinating the placement of the advertising and requested the media plan of the Chamber, PBG and the VSB grantees. The Chair also requested the PTO media plan and ad placement schedule. The Tourism Director reminded the board that the plan was presented last year by the previous director and available on line to the public.

Regarding the web site, Chuck said that it would be easier and faster to design from scratch rather than repair the existing web site. Chuck said that he would be working with Jonathan as a sub contractor on the web site. One hurdle would be to select a web-site name – almost everything with Provincetown in it has been taken.

**Motion: Have Chuck develop a rough outline for a new tourism web site.**

**Motion: Rob Tosner      Seconded: Kathleen Fitzgerald      Vote: 4-0-0.**

There will be an update at the next meeting on April 22<sup>nd</sup>. It is hoped that Candi and Don will be able to make it. The Board decided that regularly scheduled meeting to be held on the 1<sup>st</sup> and 3<sup>rd</sup> Tuesday’s of every month at 3:00 p.m.

The meeting adjourned at 5:20 p.m.

THE NEXT MEETING DATE WILL BE APRIL 22<sup>ND</sup> AT 3:00 P.M.

Respectfully submitted,  
E. Rogers Gaudiano

Approved by \_\_\_\_\_ on \_\_\_\_\_ 2008  
Rob Tosner, Chair