

Visitor Service Board

May 28, 2008

11:00 a.m.

Judge Welsh Hearing Room

Members present: Kathleen Fitzgerald, Michelle Haynes, Michael Peregón, Mick Rudd, Rita “Hersh” Schwartz and Rob Tosner.

Members absent: Laurel Guadazno (excused)

Staff: Lisa Bowden and David Gardner

The meeting was called to order at 11:05 a.m.

Public Statements

There were none.

VSF Annual Goals

The Board discussed the changes and additions to the previous year’s goals. Construction on the Water Front Park Project is underway and expected to be completed by the start of this season. Michelle Haynes said that her primary goal would be to work cooperatively with other tourism entities in the town. Hersh Schwartz agreed and she would like to see the Chamber of Commerce (CoC) and the Provincetown Business Guild (PBG) attend our meetings regularly and she’d also like to see some members of the Board of Selectmen (BoS) attend some of our meetings. Mick Rudd felt that joint meetings with the BoS are also valuable but should be issue driven. “Together we need to develop projects and issues.” He’d like quarterly meetings with the BoS.

Michelle Haynes would like to have the Tourism Director and/or the Chair of the VSB address the monthly meetings of the PBG and increase the visibility of the activities Tourism Office. It was also a specific wish of Mick’s that the Town increase the number of bike racks since so many people use them when they are available. He is going to make a proposal at the traffic hearing next spring.

The Tourism Director’s addition to the goals: interface with all of Provincetown’s community groups; and complete the historic trail through this year. She also made a recommendation for the BoS’ objectives to focus on continuity of services during the Town Hall transition – changes to signage for way finding information, access to public toilets, and enhancements to the physical site during construction i.e. placement of construction portable toilets in the rear of the building, holiday decorations, etc. Also, the Town should continue to improve infrastructure issues to keep businesses in town and attract new business.

FY2009 GOALS

Board of Selectman Objectives:

The Visitor Services Board respectfully recommends to the Board of Selectmen to adopt an ongoing goal to officially recognize Tourism as the Town’s primary economic engine. The Board’s commitment to this goal can be achieved by continuing to invest resources to build and expand the tourism office’s infrastructure. Additionally, this recommendation advises to continue efforts to improve the Town’s infrastructure to create a more effective and efficient environment for regulatory transactions between local businesses and the Town.

Provincetown continues to compete within the international arena and is an established premier resort destination. The Board of Selectmen’s increased commitment to funding infrastructure and marketing resources will widen the scope of opportunity to maintain Provincetown’s standing in this highly competitive environment.

Areas of concern that should be addressed include the following:

- continued work on initiatives that keep businesses in Town;
- initiatives/incentives to attract new businesses, including accommodations;
- incentives for businesses to stay open longer during the season;
- continue to enhance visitor services such as restrooms, bike racks, benches, and visitor centers;
- improved environment efforts to create a truly “green” community such as clean streets and beaches; additional garbage and recycling receptacles; and scheduled pick-ups;
- Continue efforts to upgrade amenities around the waterfront for our boating visitors.

Town-Wide Goal Proposals:

1. Develop a communication plan, in conjunction with the Board of Selectmen and Town Manager, to minimize the impact of the pending closure of Town Hall on businesses, residents and visitors to town.
2. Continue to support any legislative efforts to augment the tourism fund, i.e. support room tax for short-term rentals.
3. Make the repaving of town roads and its impact to business, a high priority.

Department-specific Objectives:

1. Inventory assets and identify realistic shoulder season time frames for conference/convention meeting business. If determined to be a viable market develop a promotional plan around this initiative.
2. Improve the look and feel of the Provincetown Tourism Office website while continuing to maintain the link to the Town of Provincetown Visitor Services site.
3. Enhance the visibility of the tourism office by having the Director of Tourism attend and make reports on a regular basis to the Provincetown Chamber of Commerce, the Provincetown Business Guild and other membership organizations.
4. Hold, at least, quarterly joint meeting with the Board of Selectmen and other tourism related “stake holders” to discuss issues, opportunities and the state of Provincetown’s number one economic engine – tourism.
5. Issue an annual report that encapsulates all the known economic indicators that relate to tourism (such as room tax revenue, parking receipts, air and ferry arrivals, visitor inquiries to town hall, etc.) in Provincetown so as to establish objective measures of our economic activity.
6. Complete the historic and cultural walking trail by spring of 2009.

Motion: Move to accept the goals that have been decided upon at this meeting.

Motion: Rob Tosner Seconded: Michael Peregón

Vote: 6-0-0.

Public Relations RFP

Discussion by the Board and Tourism Director regarding the additions to the RFP. The reason for the RFP is mainly to reassess the VSB contract with FOCUS. Michelle H. wants a new press kit developed and to have our public relations firm attend our meetings on a regular basis. Michael P. has questions about the press releases.

Approval of Meeting Minutes

Motion: Move to approve the minutes of the March 6th meeting.

Motion: Kathleen Fitzgerald Seconded: Rob Tosner Vote: 6-0-0.

Motion: Move to approve the minutes of the March 25th meeting.

Motion: Kathleen Fitzgerald Seconded: Rob Tosner Vote: 4-0-2 ab (MP,HS)

Motion: Move to approve the minutes of the May 20th meeting.

Motion: Michael Peregon Seconded: Rob Tosner Vote: 5-0-1 ab (MR)

New Business

Hersh wanted to discuss promotional beach bags; they're going up 40%! Hersh suggested that the VSB increase the number of bags that they purchase – in the past the order has been for 2,500 bags.

Motion: Move to increase the bag order to 5,000. to get the lower price.

Motion: Hersh Schwartz Seconded: Michael Peregon Vote: 5-0-0.

Old Business

Hersh fielded a few calls during the meeting relating to fireworks donations. It seems that fireworks will happen!

Adjournment was made at 12:47 p.m.

Respectfully submitted,
E. Rogers Gaudiano

Approved by _____ on _____ 2008
Rob Tosner, Chair