

Visitor Services Board
June 25, 2008 11:00 a.m.
Caucus Hall

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

Staff: Lisa Bowden, Tourism Director; David Gardner, Assistant Town Manager

Others: Don Knuuttila, PBG

Agenda:

The meeting was called to order at 11:02 a.m.

Public Statements

It was decided to delay public statements until later in the meeting.

Graphics Design Contract

There was a brief discussion regarding the favorable history of the Graphics Group current contract.

Motion: Move to extend the contract with the Graphics Group with the amount not to exceed \$8,050.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 7-0-0.

Waterfront Park

Pro Built Construction began construction on the project in May and expects to complete the work before the end of June. They have made the change order in response to a request from Barbara Rushmore for an area of the bulkhead to remain open for the lobster fishermen to pull their pots from the water and load into their vehicles. The Assistant Town Manager, the Tourism Director, the Chair of the Beautification Committee, and the Director and Deputy Director of DPW continue to work with Pro Built to complete the project including inspection of the site before sending them a final payment. Dedication of Waterfront Park will occur in mid July. The Tourism Director will work on the scheduling of the event with the Town Manager and the Board of Selectmen.

RFP for PR firm - The Public Relations RFP was posted and advertised with a closing date of July 8th. The RFP was sent to the following firms: FOCUS Communications; iConnect; Marlo PR; NYPR Public Relations.

Public Relations

The Board read through the report provided by FOCUS Communications. They provided a detailed written report on what they have worked on over the last 2 months. We're looking to attract the LGBT market from middle America, Chicago, Canada, and internationally.

A press releases went out about the fireworks and 4th of July events to bring in more overnight visitors and day-trippers. The calendar events are being pitched as well. For example, the Studio Show collaboration with the Provincetown Art Association and Museum (PAAM), Fine Arts Work Center (FAWC), and the Pilgrim Monument and Provincetown Museum (PMPM) is being pitched for media coverage. It is improving Provincetown's visibility in the international market, as visitors are very interested in cultural venues and events. Laurel G. also added that there are many people interested in artists' studios and the artist origins of the town.

Also, the Tourism Office is working closely with MOTT to plan several media FAM trips on a weekly basis.

WCAI – The Cape and Islands NPR Station Proposal

Tourism Director's report: In an effort to respond to the competitive tourism market with other destinations on Cape Cod and to increase the flow of day-trippers to Provincetown this season, the Tourism Director presents an advertising proposal from WCAI. Upon review of the FY 2008 budget, there is enough funding in the FY 2008 marketing budget to fund four spots for 26 weeks at a cost of \$3,120. Staff recommends a motion by the Visitor Services Board: **to approve a contract with WCAI in an amount not to exceed \$3,120 for four spots for 26 weeks at a cost of \$3,120.**

Michelle H. suggested a well-done press release and then a follow-up to the radio station and we might be able to get advertising for free. The Tourism Director emphasized that the proposal was for a "push" campaign to bring in more regional visitors to support our economy this season. After a bit more discussion, the following motion was made:

Motion: Move to allocate up to \$1,000 to advertise late season events with WCAI.

Motion: Michael Peregon Seconded: Hersh Schwartz

Discussion: Michelle wants to hold off on spending this amount of money until later thus there was no vote on the motion.

The Tourism Director indicated she would work with the community on a cooperative approach and expressed concern about the need to support the business community this season.

POW WOW

Tourism Director's report: POW WOW was a successful trip as we picked up more international leads and information to improve our marketing efforts. Mick Rudd and the Tourism Director also met with several MOTT international representatives who regularly promote Provincetown to their clients. Presently, we are a hot ticket in the international market, which is bringing us an increase in media FAM trips! There is a market demand for packaged trips - all-inclusive – and an interest in American arts and culture (especially in the Asian markets). Since the trip by the President of France to New England, the French want to come vacation here.

Discussion: Don Knuuttila said that POW WOW is "a big waste of time". He's been attending POW WOW for about 15 years and they are not for us. Buyers are looking for places with big hotels that can reserve a block of rooms at a special price and they're also looking for year-round availability; neither of which we offer.

Michelle Haynes said that she has been to at least 7 POW WOW's and stated that it was good that we attended this year's event. She made a recommendation that our PR firm work with us to determine the trade show schedule for FY2009.

Collateral Distribution

Tourism Director's report: The PTO has increased Provincetown's visibility in the regional market through several collateral distribution sites:

Wareham/Plymouth line Rt. 25 Cape Cod Chamber rest area – in two months they have distributed 4,200 pieces. Another 5,400 were delivered last weekend by the Tourism Director.

Rt. 3 Plymouth – McDonald's rest area – in two months they have distributed 500 pieces. Another 1,000 pieces were delivered last weekend by the Tourism Director.

Copley Square has distributed 500 pieces since March. Another 500 pieces were sent last week.

Best Read Guide has received 50,000 pieces – calendar rack card- for Cape Wide distribution in the fourteen towns.

Assistant to the Tourism Director

There have been 7 applications received by the deadline date. The Assistant Town Manager indicated it is a union position, so the Town Manager will make the final decision based on the recommendations of the interview team.

Public Statements:

David Gardner discussed the status of the planning for the Town Hall Transition. The Tourism Office will be re-located to the ground floor of the Freeman Street building. David reported that the BoS met with Recreation and the School Board. The BoS looked into the placing of trailers at the Jerome Smith parking lot. The BoS will be holding a forum on this subject on June 30th. The Recreation Department was opposed to the disruption of their programs and the School Department was also not receptive to any suggestions regarding the use of their property.

There was a discussion regarding tour bus parking. It is proposed that they will be using the 3rd lot in the Grace Hall property - this lot will provide parking for 15 to 20 buses. The new changes will be communicated with the tour bus operators through the next trade show cycle.

Don Knuuttila announced that the new PBG website *ptown.org* was launched. He went into quite a bit of detail on the machinations of the site and the safeguards, etc. They even have included a Trip Planner and thus far 457 trip planners have been created. Every member of the PBG has been given free access for the summer and after that members who opt to continue will be charged \$50/year.

Approval of Minutes

The approval was tabled so that Board members could read the minutes in depth.

Old Business

Michelle Haynes asked how the RFPs for PR firms were sent out. The Tourism Director indicated they were posted by the Town's standard procedure – printed in the Banner (online) and posted in the Town Hall. The Tourism Director will check for additional posted location(s). Michelle felt we should advertise in other publications and proposed the following motion:

Motion: Move to post the PR RFPs in the Boston Globe and Bay Windows.

Moved, seconded and approved by all.

New Business

Michael Peregón said that he would come up with a draft of a plan for bike racks in town. Hersh Schwartz asked him to include painted barrels in the plan, as well.

Meeting dates were changed again since the chair can no longer meet on Tuesdays.

THE NEXT TWO MEETINGS WILL BE HELD AT 10:30 A.M. ON FRIDAYS:

JULY 11TH and JULY 25TH

Rob Tosner also asked the group to e-mail him anything they'd like to see on the next agenda.

Adjournment at 12:20 p.m.

Respectfully submitted,
E. Rogers Gaudiano

Approved by _____ on _____ 2008
Rob Tosner, Chair