

July 11, 2008  
10:30 a.m.  
Caucus Hall

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

**Member absent:** Michelle Haynes (excused)

**Staff:** Lisa Bowden and David Gardner

**Others:** Candy Collins-Bowden and Pru Sowers

The meeting was called to order at 10:30 a.m.

**Agenda:**

**Public Statements**

Phyllis Allison, a life-long summer resident, rose to speak about the large poster she and her two teen-aged sons saw outside the New Arts Cinema. She felt she should address the VSB since they are charged with bringing tourists to town and this poster would have the opposite effect. She felt that it was in very poor taste and when she spoke to the person manning the booth at the cinema, he thanked her for her comments and said that he was sorry she felt that way.

The Tourism Director said a recent complaint had come in, from a family who visited from Saratoga, about a similar poster. Candy from the Chamber said that she had heard from the same family who was offended by the poster. There was a discussion about first amendment rights, private enterprise and outreach to the business owner(s) and complainants.

**Tourism Director’s Report:**

**Waterfront Park**

The park was open to the public on July 3<sup>rd</sup> and we received positive feedback from many people about how nice the park looks including Barbara Rushmore. Probuilt finished the final details of the project this week. DPW has a couple of punch list items to be completed at the site. The ribbon-cutting ceremony is scheduled for Wed., July 16<sup>th</sup> at 12:30pm. Efforts will continue to find a private fundraiser to market the memorial pavers.

The Beautification Committee was out there and decided to hold off on planting until the fall. In response to questions from the committee - final invoice was within the budget.

### **July 4<sup>th</sup> update**

At the Monday morning staff meeting, the Town Manager reported an estimated 75, 000 people were in town for the festivities. The Tourism Director reported that the restaurants were full after the fire works. The retail shops were open, with some business owners reporting that business was strong. The Police Department, the Barnstable County Police, mounted patrol, foot patrol and undercover police detail were all necessary to maintain control of such a large crowd. Most businesses are reporting strong sales for the month, however, some clothing retailers are not doing as well. There was a discussion regarding that one line of stores is over saturating the market.

### **Tourism Office – Staffing; equipment requests; move to Freeman St. Building**

The interview team conducted interviews of three of the seven applicants for the Administrative Assistant position. Jackie Kelly, who is a long time resident with tourism and office experience was hired and will begin working a twenty-hour work week on Monday, July 14<sup>th</sup>.

Presently, the Tourism Office is using one laptop computer on the Town Hall’s MIS system. In preparation for moving the office and in order to accommodate additional staff, the office needs computer equipment. Currently, there is no other computer equipment available for the office. Also, the MIS department has informed the Tourism Director that a limited network system will be installed in the Freeman Street building. In order to do so, the Tourism Office will need compatible equipment for its own network. The MIS department has secured a quote for the necessary computer equipment including back up battery power pack and back up file system. A detailed estimate is included in the Board’s package.

**Motion: Move to approve the expenditure of \$2,264 plus tax and shipping, from the FY 2009 Coordination and Support budget, for the purchase of two Dell computers, back up battery and back up systems outlined in quotation # 437536509.**

**Motion: Kathleen Fitzgerald      Seconded: Laurel Guadazno      Vote: 6-0-0.**

To reduce costs and increase efficiency, the PTO proposes the use of scan technology to create a “paperless” office. Contracts, advertising tear sheets, and other printed materials will be scanned and saved on the computer in a PDF format. All hardcopy files will be

maintained in storage according to mandated regulations. MIS has provided us with an estimate for a scanner and related software. The Town Assessor's Office already utilizes this same model for their operations.

**Motion: Move to approve the expenditure of \$399.95 plus tax and shipping, from the FY 2009 Coordination and Support budget, charges for the purchase of a ScanSnap S520 instant PDF sheet-fed scanner as described in reference number VSB-07102008-01.**

**Motion: Kathleen Fitzgerald Seconded: Michael Peregon Vote: 6-0-0.**

### **Public Relations RFP**

The submission date for proposals closed July 8<sup>th</sup> and four firms responded. The applicants are FOCUS Communications; Savoir Media; CM Communications; and Marlo Public Relations/Marketing – all from the Boston area. Their proposals are included in the board's package for the review process. The board discussed the review and interview process and decided to have all four firms come to the next meeting.

### **Room Tax Report**

The fourth quarter report was issued by the Town Accountant's Office for FY 2008, a copy of the "Local Room Occupancy Excise Tax – Total Receipts by Quarter" is in the board's package. Although the fourth quarter receipts were down as compared to the FY 2007, the final year's receipts were up \$111,109 or 11.90% from FY 2007. The Tourism Director is working with the Town Accountant and the Assistant Town Manager on the budget recommendations for the FY 2010 Tourism Budget.

### **Walking Trail**

The Tourism Director met with Historical Commission and the Commission's Chair to continue the discussion about the walking trail. Members of the Commission will attend a future meeting of the VSB to discuss the project in greater detail.

### **VSB goals – FY 2009**

As a follow up to the goals setting process, the Tourism Director is working on an action list that corresponds with each goal. This list will be presented for review at a future VSB meeting. The Tourism Director will also schedule an agenda item for the VSB to meet with the BOS before the next budget cycle begins. There will be action items on a time line for future meetings. The Chair inquired about the BoS goal setting process and if they had adopted any of the VSB's recommendations.

### **VSB Meeting Schedule**

At the last meeting of the VSB, the Chair announced another change to the regularly scheduled Tuesday meeting schedule. The VSB will now meet on the 2<sup>nd</sup> and 4<sup>th</sup> Friday of each month at 10:30am. The summer meetings of the VSB are scheduled as follows: July 25<sup>th</sup>, August 8<sup>th</sup> and August 22<sup>nd</sup>.

Staff proposes the agenda items for the upcoming meetings as follows:

July 25<sup>th</sup> – interviews of Public Relations firms; website RFP – approval of draft; advertising approvals.

Aug. 8<sup>th</sup> and 22<sup>nd</sup> –action list for VSB FY 2009 goals; FY 2010 staff budget proposal; walking trail.

### **Approval of Minutes**

**Motion: Move to approve the minutes of the May 28<sup>th</sup> meeting.**

**Motion: Michael Peregón Seconded: Hersh Schwartz      Vote: 5-0-1 ab (LG)**

**Motion: Move to approve the minutes of the June 25<sup>th</sup> meeting.**

**Motion: Michael Peregón      Seconded: Hersh Schwartz      Vote: 6-0-0.**

### **Old Business**

#### **Radio Advertising**

Chair referred to the coverage Provincetown received during the Portuguese Festival from radio station 106.1FM. Brief discussion about the media FAM trips being coordinated with the Tourism Director between MOTT& FOCUS.

**2009 schedule of events** – discussion about getting it out early this year. The Tourism Director indicated that some of the 2009 events and websites are listed on the 2008 Calendar of Events. The calendar is posted on line and will be updated as organizers advise of upcoming events.

### **New Business**

Michael Peregón discussed Boston Pride Guide advertising and there was a general discussion about print media. The board reviewed the publication, which contained several ads for Provincetown including a full-page ad for the Film Festival.

The Chair indicated that the PTO was working with the grantees, Chamber and the PBG in order to get the most “bang for the buck” and to avoid duplication.

The Board discussed the possibility of signage display at events sponsored by the Tourism Fund. The Tourism Director indicated any changes to the requirements would need to be presented and passed by the BoS before the VSB could expect the grantees to comply. Compliance, oversight and cost are also considerations. The VSB would have to cover that cost or produce the signage. Some venues are difficult to display signage and staffing would be required to ensure compliance.

Adjournment at 11:27 a.m.

Respectfully submitted,  
E. Rogers Gaudiano

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