

**Town of Provincetown
Visitors Service Board
Meeting Minutes from
October 15, 2008 3pm
Town Hall Auditorium**

Members present: Rob Tosner, Michael Peregon, Mick Rudd, Rita“Hersh” Schwartz, James Bakker

Members absent: Michelle Haynes & Kathleen Fitzgerald, (both excused)

Staff: Sharon Lynn, Town Manager; David Gardner, Assistant Town Manager Jeff Jaran, Chief of Police; Lisa Bowden, Tourism Director; and Jackie Kelly, Administrative Assistant – Tourism Office

Others: Marlo Fogelman, Jillian Kuzyk and Nicole Morales from Marlo M/C; Don Knuutilla, Executive Director Provincetown Business Guild; Candy Collins-Boden, Executive Director Provincetown Chamber of Commerce

The meeting was called to order at 3pm

1. Public Statements:

Lynn Pleffner, of Cape Cod Life spoke of this year’s successful Food and Wine Festival events. Next year the Festival will extend to Provincetown at the Pilgrim Monument and Provincetown Museum June 1, 2009. Cape Cod Life would like to continue partnering with the Town of Provincetown in the future.

2. Public Relations – Marlo Marketing/Communications

The Board had a long discussion with the Marlo team and staff and community leaders with the Marlo team about marketing Provincetown. Marlo would like the board to identify 3-5 priorities for the coming year and what constitutes success. The lengthy discussion highlighted topics impacting tourism, the visitor profile, the Town’s identity, and messaging.

The Town Manager and Assistant Town Manager addressed actions taken by the Town regarding restroom availability as follow up to a request by the Tourism Director from the previous VSB meeting. Effective November 3rd the restrooms at the Municipal Parking Lot will be open Mon-Thurs 11am-4pm and Fri-Sun 8am – 4pm.

The Chief of Police discussed security issues and planning for the restrooms and efforts to address graffiti vandalism around Town. The Town Manager discussed the move of town hall and the tourism office; signage concerns; and bathrooms for Firehouse #2. The new location for the tourism office will not have public bathrooms due to infrastructure issues. The visitor’s center is moving to the front lobby.

3. Tourism Director’s Report

- Public Relations – Marlo Marketing/Communications spent the day touring Town and speaking with some of Provincetown’s community stakeholders. One of the goals is to provide Marlo with the board’s expectations for this contract. The website RFP’s discussed at the last meeting were provided to Marlo Marketing/Communications for their review and recommendation. Additionally, a cost comparison of the proposals was sent for review to Beau Jackett, MIS Director for his recommendations on the quality of technical services for the quoted costs.
- Tour Guide Appreciation Day Luncheon– the Tourism Director met with Town Administration to discuss the procurement process for the luncheon. Going above the standard guidelines for procurement of services under \$1,000, guidelines for the luncheon were drafted and sent to the Provincetown Business Guild and the

Provincetown Chamber of Commerce for distribution to their membership. Three proposals were submitted for consideration by the VSB. **Staff recommends: Review of the proposals submitted by the Lobster Pot, Napi's, and Bayside Betsy's.**

Motion: Contract for luncheon be awarded to Lobster Pot

Motion: Mick Rudd Seconded: Hersh Schwartz Abstained: James Bakker Vote: 4-0-1 (ab)

- Tour Guide Appreciation Day transportation - The Tourism Director sought bids for transportation services from four vendors and received one bid for services. **Staff recommends: Approval of the bid from Card Express, Inc., one day of transportation services for \$850 from FY 2009 marketing budget line.**

Motion, the transportation service contract for the Tour Guide Appreciation Day be awarded to Card Express, Inc.

Motion: Rob Seconded: Hersh Vote: 5-0-0

Motion: the VSB will add a gratuity of either \$50 or \$100 for the coach driver, and will determine the amount based on what Candi of the CoC gave the driver last year.

Motion: Hersh Seconded: Mike Vote: 5-0-0

5. Approval of minutes

There was not a quorum among the Board members present to vote on the meeting minutes.

6. Old Business

Waterfront Memorial Park – gift fund.

7. New Business

The next meeting will be Wednesday, November 5, 2008 at 3pm.

Motion to Adjourn

Motion: Michael Peregou Seconded: James Bakker 5-0-0

Meeting was adjourned at 4:50pm.

Respectfully submitted,
Jackie Kelly

Approved by _____ on _____ 2008
Rob Tosner, Chair