

Town of Provincetown  
Visitors' Service Board  
Meeting Minutes from  
November 19, 2008 3 pm  
Tourism Office 330 Commercial Street

Members present: Rob Tosner, Chair; Kathleen Fitzgerald, Vice Chair; Michael Peregón; Rita "Hersh" Schwartz; and James Bakker

Member absent: Mick Rudd & Michelle Haynes (excused)

Staff: Lisa Bowden on speaker phone & Jackie Kelly

Others: Sharon Lynn-Town Manager, David Gardner-Assistant Town Manager, Candy Collins-Boden-Chamber of Commerce and Susan Avellar

The meeting was called to order at 3:00 pm.

Agenda:

1. **Public Statements**—none

2. **Tourism Director's Report:**

The Tourism Director's report covered, among other things, Focus Communications and the public restrooms. See discussion in following items.

3. **Rest Rooms**

The Rest Rooms have been closed, after a vandalism episode in the first week of unstaffed weekday operation. Town officials and business community have great concerns about rest rooms, and the obvious public's need for them.

Various suggestions, including porta-potties and asking local business to allow use of their facilities were deemed unacceptable. It was decided to have CoA volunteers Mon-Thur 11-3, and signage directing people to other locations (Public Library, PAAM, Whalers' Wharf) when the rest rooms were closed. The volunteers are seen as a short term solution. Board members want to resolve the rest room question for the long term as well. Candy Collins-Boden offered to donate some money now to the printing of signs, and in the future to fund restroom operation. The Town Manager will have Buildings & Grounds open (providing a volunteer is present) and close the restrooms.

VSB will get in touch with Maureen Hurst at the CoA for volunteers and signs.

4. **Focus Communications**

Focus has invoiced us for \$9161 and the board is proposing a 50/50 split between that and the Tourism Director's estimate of \$3000 plus. Jim noted that Focus sent a mind-numbing report of 170 pages to document their billing. Kathleen Fitzgerald noted that there were no limits set on amount of work and/or charges for any particular month, just a contract for \$24,000 for the year, and that even though \$9,000 for one month seemed absurd, it pointed out the need for better language in the new contract.

**Motion: Rob Tosner will draft a letter to Focus Communications, and circulate it among the VSB members, offering \$6,481.16 as full payment to close all outstanding indebtedness. This represents a mid-way compromise between the amount which the Tourism Director deems we owe Focus and the amount which Focus has invoiced.**

**Motion: Rob Tosner**  
**vetoed)**

**Seconded: Jim Bakker**

**Vote: 4-1-0 (Hersh Schwartz**

## **5. Marketing**

Hersh Schwartz suggested and others agreed that the Tourism Director and Marlo need to be in constant communication so that we are sure that they are doing what we have agreed to, and that the Tourism Director keep a book of all clippings, notes, releases etc, all of which are to be supplied by Marlo.

## **5. Public Relations**

Public Relations remains a separate entity from marketing.

## **7. Website**

VSB wants pertinent clippings from Marlo, and wants them kept in a file at Tourism Office. The goal is to set up a communication plan with Marlo, to have a media relations plan & to have a sub-committee to decide on a plan to work with Marlo. It was mentioned that the recent defeat of same-sex marriages in California could be taken as a benefit to Massachusetts, but we have to be careful not to seem opportunistic about it. The Tourism Director was asked if we are keeping the original timeline, i.e., to be online with the new website by January 15. She does want to keep to that schedule.

Mike Peregón spoke about TV broadcast he saw recently, and the opportunity it and things like it continue to present to Marlo for getting Provincetown into the news. The show heralded Plymouth and “the rock,” but little coverage of the Pilgrims’ first landing place. He suggests that the Tourism Director ask Marlo to address this with Plymouth, and to perhaps begin a friendly interchange

The date for the marketing sub-committee meeting is Tuesday, November 25 at 2pm.

There will be a public hearing re FY 2010 on December 3.

The website working group will have to be posted if it has a quorum.

The VSB will present to the BoS on December 8. This will be the first meeting after the public hearing.

## **8. New Business**

Nothing

## **9. Old Business**

The Assistant Town Manager noted that there is no consensus that restrooms are needed 7 days a week for 12 months of the year and therefore will not be in the DPW budget at that level for 2010.

The Tourism Director estimated \$50-60,000 would be needed for firework and third-barrel pick-up & the shoulder season at the restrooms (which starts April 1). We therefore need to cover January, February and March, since the volunteer coverage now planned is only until the end of this year.

The Tourism Director will coordinate a meeting with Sandy Turner and Candy Collins-Boden before December 8 to discuss the restrooms for July and beyond. It was agreed that this issued needs to be resolved once and for all.

Motion to adjourn:

Motion: Hersh Schwartz

Seconded: Rob Tosner

Meeting was adjourned at 4:45 pm

Respectfully submitted,

1. Jackie Kelly

Approved by \_\_\_\_\_ on \_\_\_\_\_ 2008

Rob Tosner, Chair