

**Town of Provincetown
Visitor Services Board
Meeting Minutes of
Tuesday, January 9, 2007
Town Hall Auditorium**

Chairman Lynne Davies convened the meeting at 10:05 AM noting the following attendees:

Members Present: Lynne Davies, Chairman; Peter Bez, Vice Chairman; Kathleen Fitzgerald; Laurel Guadazno; Michael Peregony; Mick Rudd and Hersh Schwartz.

Other attendees: Bill Schneider, Administrative Director of Tourism; David Gardner, Administrative Assistant II; Candice Collins-Boden, Chamber of Commerce; Dan Hort, Somerset House.

APPROVAL OF MINUTES

MOTION: Move to approve the minutes of the December 5, 2006 10:00 AM VSB meeting as submitted.

MOTION: Hersh Schwartz; Seconded: Peter Bez; Yea: 4; Nay: 0; Abstain: 1 (LG)

MOTION: Move to approve the minutes of the December 5, 2006 10:30 AM VSB meeting as submitted.

MOTION: Hersh Schwartz; Seconded: Peter Bez; Yea: 4; Nay: 0; Abstain: 1 (LG)

Kathleen Fitzgerald joined the meeting at 10:10 AM.

Mick Rudd joined the meeting at 10:15 AM.

WINTER GUIDE INITIATIVE

Dan Hort from the Somerset House has published a Winter Guide for their guests. The guide currently covers restaurants but could be expanded to include cultural institutions and retail establishments. Dan is proposing a centralized database of the information be maintained during the winter season which can be available on the PTO website to encourage visits during the shoulder and winter season. The Chamber will ask its members for updated information. The ADT will ask *the Banner* to do a feature article on the initiative and request businesses to provide updated information regarding events and winter hours. The guide should be published from November to March to cover the shoulder seasons. The guide will need to be updated monthly to allow visitors up-to-date information on restaurant and retail off-season hours. The ADT will update the guide for February 2007. Next year, the guide should be made available to second homeowners to encourage them to patronize and support year-round businesses.

MOTION: Move to request the Licensing Agent update the business list in town because it is vital information for the promotion of tourism in town.

MOTION: Peter Bez; Seconded: Kathleen Fitzgerald; Yea: 7; Nay: 0; Abstain: 0

MOTION: Move to request the PTO working with Dan Hort, PBG and the Chamber to develop a winter guide on a monthly basis with the February 2007 guide to be compiled before the end of January.

MOTION: Peter Bez; Seconded: Michael Peregony; Yea: 7; Nay: 0; Abstain: 0

TOURISM SUMMIT

Draft memo announcing the summit was discussed and the goals of the summit were identified. The VSB scheduled the summit to convene on Thursday, February 8, 2007 at 10:00 AM. The Board discussed ways to make the summit an event to bring together stakeholders to provide feedback and identify the issues that impact the visitor service industry and identify the infrastructure needs in town to enhance tourism.

FY08 GRANT APPLICATION UPDATE

The deadline for submission of FY08 Grant Applications is 4:00 PM on Tuesday, January 16, 2007. Review hearings are scheduled for Tuesday and Wednesday, January 23 and 24, 2007 beginning at 9:00 AM.

ANNUAL REPORT

A draft Annual Report was circulated that summarizes the accomplishments of the VSB over the last year and the goals for the upcoming year. The report is due to the Town Clerk on January 17, 2007. Comments on the draft should be provided by email to the Chairperson as soon as possible. The report will include the data collection initiative, which includes overall attendance in cultural institutions, events, transportation venues, lodging, room tax revenue, water usage, parking revenue, National Seashore Visitor Center visits, etc.

TOURISM DIRECTOR'S REPORT

Candice Collins-Boden presented the Historic Ports in Massachusetts Cruise Ship initiative. Provincetown is one of seven historic ports in Massachusetts with a proposal to market to small cruise ships companies. Also included in the discussion is a proposal to reintroduce Gloucester-Provincetown Ferry service.

FOCUS Communications provided a draft of the lead press release for 2007, highlighting the ways in which the VSB and PTO are building on 2006's successes by seeking to foster new strategic alliances that not only attract new tourists to Provincetown, but also enhance the Provincetown experience for the visitor. In addition, the agency is finalizing a list of opinion leaders and decision makers in the tourism industry, as well as economic development organizations, to receive our first VNR focusing "An Art Colony Called Provincetown." The goal of this initiative is to raise awareness of the new ways the Town is showcasing its cultural assets, and also continuing to raise awareness of the Provincetown art colony. FOCUS is planning a subsequent mailing of the VNR to media in February-March.

Our video team is editing the second VNR featuring Provincetown's history and heritage. "Traditionally Provincetown" will become part of a series entitled "Provincetown: Like Nowhere Else."

New ads have been prepared for the March, April and May issues of *ARTnews* (featuring photography, abstraction and changing tastes), the February/March (home and garden) issue of *Boston Spirit Magazine* and the March and May 2007 issues of *Curve Magazine* (featuring travel and romance/weddings).

In addition to Canada and England as international marketing targets, the ADT will attend a seminar in Boston next week hosted by Tourism Massachusetts to help us capitalize on the anticipated increase in Japanese tourists during the upcoming season. Japanese baseball superstar Daisuke Matsuzaka was recently signed to the Boston Red Sox. Since the announcement, Boston has received a plethora of TV and print press throughout Japan at an estimated value of over \$2 million. In an effort to position Provincetown for the influx of Japanese tourists, the ADT anticipates hosting a series of FAM trips to Provincetown to help bolster awareness.

In late November last year, Boston Magazine Publications announced they would discontinue publication of Concierge Magazine with the Winter 2006-07 edition. In an effort to help retain us as a customer of their sister publications, the PTO has been offered a very attractive alternative, which includes three insertions in Boston Magazine for the same price as the contract in place for Concierge (\$1,500 per insertion) at a savings of 74% of the rack rate. In addition, we are being offered value added incentives including cross promotion of events in two issues of Boston Magazine and New England Travel and Life, a sponsorship of Go-To-Guide newsletter (a weekly newsletter sent to 30,000 opted in subscribers to let them know about the week's upcoming events and premieres during a week determined by the ADT), a mailing list of 5,000 Boston Magazine subscribers to be used for a promotional mailing and inclusion on the Boston Magazine quarterly visitor map. All of these incentives have a value of over \$14,000. In addition, the publisher has agreed to upgrade our ad in New England Travel and Life from a one-third page to half-page at no additional cost.

MOTION: Move to approve the media plan to substitute Boston Magazine for the three remaining issues of the advertising contract in place for Concierge Magazine at the rate of \$1,500 per insertion to be paid from the FY07 Marketing Budget.

MOTION: Peter Bez; Seconded: Hersh Schwartz; Yea: 7; Nay: 0; Abstain: 0

Peter Bez left the meeting at 11:45 am.

On December 22, 2006, the Licensing Agent, Health Inspector and ADT met with Andy Pollack to discuss his plans to resurrect the Summer Farmers' Market. Mr. Pollack confirmed the preferred date, time and venue for the market is Saturday afternoons from 1:30 PM until 5:30 PM in the Ryder Street parking lot (following the Orleans Farmers' Market, which is held on Saturday mornings). The schedule will run for 16 weeks, from June 30 until October 13, 2007. This proposal is subject to Board of Selectmen approval and requires each vendor to comply with Town and Commonwealth regulatory issues.

Last week, the ADT received a disbursement request for \$2,500 on behalf of the Provincetown Tennessee Williams Festival, which includes copies of promotional materials that mention sponsorship by the Tourism Office; however, these materials do not display the PTO/VSB logo, which is required under the terms of the grant agreement.

MOTION: Move to penalize the Provincetown Tennessee Williams Festival \$750 of the grant award for failure to meet the terms of the grant agreement.

MOTION: Michael Peregony; Seconded: Mick Rudd; Yea: 5; Nay: 1; Abstain: 0

Following the request made by the VSB at their November 21, 2006 meeting, the ADT obtained a price quote to reprint 10,000 copies of the 2007 Calendar of Events, which will be distributed throughout the year.

MOTION: Move to approve the cost of printing 10,000 additional copies of the 2007 Calendar of Events not to exceed \$1,200 plus shipping expenses, to be funded from the FY07 Marketing Budget.

MOTION: Hersh Schwartz; Seconded: Laurel Guadazno; Yea: 6; Nay: 0; Abstain: 0

MOVIE HOUSE ADS

The ADT will look into the possibility of advertising in movie theaters throughout Cape Cod. The VNR, or an abbreviated version of the VNR, could be played prior to film screenings to promote Provincetown.

RESTROOM SIGNS

The ADT will contact DPW to inquire about the placement of restroom wayfinding signs to be installed near the comfort station prior to the spring season.

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The meeting was adjourned at 12:20 PM.

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