

**Town of Provincetown  
Visitor Service Board  
Meeting Minutes from  
Wednesday, February 21, 2007  
Judge Welsh Room**

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

**Members Present:** Lynne Davies, Chairman; Peter Bez, Vice Chairman; Kathleen Fitzgerald; Mick Rudd and Hersh Schwartz.

**Excused Absence:** Michael Peregon.

**Other attendees:** Bill Schneider, Administrative Director of Tourism; David Gardner, Administrative Assistant II; Candice Collins-Boden, Chamber of Commerce; Michael Glasfeld, Bay State Cruise Company; Michelle Haynes, Cape Air; Jay Hurley, Portuguese Princess; Austin Knight; Don Kuuntilla, Provincetown Business Guild; Rex McKinsey, Harbormaster; Alison Nolan, Boston Harbor Cruises; Bonnie Powers, Boston Harbor Cruises; Steve Tait, Provincetown Business Guild; Warren Tobias, Acting Chief of Police.

**MARKETING PRESENTATION**

Bill Schneider presented an overview of the 2007 Marketing Plan followed by a screening of the VNR entitled "Traditionally Provincetown."

Peter Bez left the meeting at 12:00 PM.

**APPROVAL OF MINUTES**

**MOTION: Move to approve the minutes of the February 6, 2007 meeting as submitted.**

**MOTION: Laurel Guadazno; Seconded: Kathleen Fitzgerald; Yea: 5; Nay: 0; Abstain: 0**

**MOTION: Move to approve the minutes of the February 7, 2007 meeting as submitted.**

**MOTION: Laurel Guadazno; Seconded: Kathleen Fitzgerald; Yea: 5; Nay: 0; Abstain: 0**

**TOURISM DIRECTOR'S REPORT**

In an effort to help promote Provincetown, the PTO has developed a compilation CD project. *Provincetown Stars* will feature a baker's dozen of recordings, featuring artists who have performed in Provincetown. The CD will be sold for \$15, and the proceeds from this project will benefit the Town's Fireworks Gift Fund. \$3,000 in marketing funds has been set aside by the VSB to provide financial support for the fireworks. By funding this initiative, the potential of \$15,000 or more in proceeds from the sale of CDs could be generated for the Fireworks Gift Fund.

**MOTION: Move to approve the funding for this project, which will not exceed \$3,000, from the FY07 Marketing Budget.**

**MOTION: Laurel Guadazno; Seconded: Hersh Schwartz; Yea: 5; Nay: 0; Abstain: 0**

The contract with *Best Read Guide* is up for renewal. This publication has an annual circulation of over one million and is distributed to more than 1,600 locations from Boston to Provincetown. Considered Cape Cod's number one visitor's guide, the insertion rate is \$1,066 per issue for a one-quarter page four color advertisement. In addition, distribution of rack cards promoting Provincetown throughout the Cape with *Best Read Guide* at the rate of \$37.50/1,000 cards. Based upon a circulation of 50,000, the total cost will be \$1,875.

**MOTION: Move to approve renewing the contracts with Best Read Guide for 2007.**

**MOTION: Mick Rudd; Seconded: Kathleen Fitzgerald; Yea: 5; Nay: 0; Abstain: 0**

As requested by the VSB, the ADT has obtained additional price quotes for reprinting the Provincetown

*Harbor Guide.* In addition to the design fee of approximately \$200, printing would cost \$2,946 for 2,000 copies, or \$1.25 per piece (which would last one to two seasons), \$3,291 for 5,000 copies (\$.66/piece), and \$4,569 for 10,000 copies (\$.46/piece). These printing costs do not include shipping.

**MOTION: Move to approve funding for the reprinting of 5,000 copies of the Harbor Guide not to exceed \$3,291 plus design fees and shipping, to be paid from the FY07 Marketing Budget.**

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

**Meeting adjourned at 12:15 PM.**