

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from  
Wednesday, April 18, 2007  
Judge Welsh Hearing Room**

Chairman Lynne Davies convened the meeting at 10:00 AM noting the following attendees:

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

**Excused Absence:** Mick Rudd.

**Other attendees:** Bill Schneider, Administrative Director of Tourism; David Gardner, Administrative Assistant II, Candice Collins-Boden, Chamber of Commerce; Don Knuutilla, PBG; James Mack, Beautification Committee; Katherine Marjorie Perry.

**APPROVAL OF GRANT DISBURSEMENT REQUESTS**

A continuation of the discussion regarding the late submission of promotional grant final reports and requests for disbursement ensued. Final reports for FY07 Holly Folly, FY06 Portuguese Festival, and FY07 Fantasia Fair 2006 were submitted late.

The grant agreement indicates that failure to comply with the 90-day period will result in a forfeiture of the grant funds. Although the imperative nature of the funding deadline is no longer an issue to avoid losing fiscal year funds, it is still important to have a consistent policy to ensure compliance with grant agreements. The Grant Administrator indicated that the VSB has the flexibility to change the policy as desired.

The VSB recommended reinforcement of this policy and requested the ADT draft correspondence that reinforces the policy to ensure grantees are in compliance with all conditions of the grant agreement in the future.

**MOTION: Move to disburse the FY07 Holly Folly; FY06 Portuguese Festival; and FY07 Fantasia Fair grant funds as awarded.**

**MOTION: Kathleen Fitzgerald; SECONDED: Hersh Schwartz ; Yea: 5; Nay: 1 (PB); Abstain: 0**

**WATERFRONT PARK**

Patrick Eleey presented an updated proposal reflecting the recommended improvements to the Waterfront Park.

Ms. Perry presented her recommendation that port-a-potties be installed in various locations throughout town including at the MPL. She also expressed concern about the trees proposed along the Ryder Street frontage as they may interfere with access to the handicap spaces.

Candy Collins-Boden expressed concern that the comfort stations hours are being reduced and the DPW is complaining about the lack of funding to maintain the level of services. This is a basic service that we need to provide to visitors and we need to have the assurances from the department that these services will be available to meet the visitor demand during the summer season. The ADT was requested to invite the DPW, Town Manager as well as our business partners to the next VSB meeting to discuss these issues.

The proposed Waterfront Park Improvement Plan includes many of the elements incorporated over the last several public meetings held on this project. A cost analysis of the proposed element will be the next step prior to bringing the project before the Board of Selectman.

**MARKETING UPDATE**

The co-op marketing grant agreements for FY2008 will be presented to the Board of Selectmen on April 23, 2007.

**MOTION: Move to approve a \$10,000 co-op marketing grant to the Chamber of Commerce and a \$10,000 co-op marketing grant to the Provincetown Business Guild, to be paid from FY2008 marketing funds.**

**MOTION: Peter Bez; SECONDED: Laurel Guadazno; Yea: 6; Nay: 0; Abstain: 0**

### **VSB MEETING SCHEDULE**

At the last VSB meeting, Peter Bez proposed moving the VSB's regularly scheduled meeting time due to summer conflicts in various Board member's schedules. Following discussion, it was agreed to reschedule the VSB meetings to 10:00 AM on the first and third Mondays for the months of July and August.

### **ART IN WINDOWS PROJECT**

Following discussions last week with representative from Massport, the "Art In Windows" project will be traveling to Logan International Airport in June. In addition to the collection of art created by students from Provincetown and Truro, the PTO recommends pictorial panels serve as bookends for the art collection. The ADT is also developing a narrative about Provincetown that will accompany the panels. Plans are being developed for a reception in Boston to launch the installation of the project in early June.

### **TOURISM DIRECTOR'S REPORT**

During the spring, summer and fall, Best Read Guide will be distributing 50,000 rack cards featuring Provincetown to Regional Transportation Centers throughout New England. The website advertising contract with eCape.com expired on March 15, 2007. The skyscraper banner ad is featured on CapeCodTravel.com, which during the last 13 months resulted in 336,804 hits, producing 1,148 click-throughs to the PTO website (an average of 88 click-throughs each month). Last month, this site received 32,371 hits, resulting in 119 click-throughs. As requested, the ADT has negotiated renewal of this contract, which includes two ads priced at \$210 per month (versus the one ad for \$250 per month previously negotiated). One ad will appear on the Cape Cod Towns page (which features maps of the Cape with towns noted on the maps). The other ad will appear on the Cape Cod Maps page (where the PTO ad currently appears to the right in a shared rotation). Since the proposed ads would be featured at the top of these pages as exclusive ads (with no other ads in the rotation), this is a tremendous opportunity for the PTO.

**MOTION: Move to approve funding in the amount of \$2,520 from the FY07 marketing budget for two website skyscraper banner ads on CapeCodTravel.com for a 12-month period.**

**MOTION: Michael Peregony; Seconded: Peter Bez; Yea: 6; Nay: 0; Abstain: 0**

Theatre Go Round has requested the VSB purchase an ad in their 2007 Playbill, which is distributed to over 10,000 theatre patrons throughout the summer. Ads range from \$100 (for a logo) to \$750 (for a full page ad). After discussion, the VSB took no action on this request.

### **APPROVAL OF MINUTES**

**MOTION: Move to approve the minutes of the April 3, 2007 meeting as submitted.**

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

### **NEW BUSINESS**

Bob Payn of *ProvincetownPlanner.com* requested access to the PTO lead list in order to market subscriptions to their site. The site is dedicated to directing visitors to all types of activities and events in town. Many of the people who have responded to requests for information have expressed concern about this information being shared to third parties. The ADT has requested a sample of what would be sent to our database to the VSB.

The VSB could add a check box on the lead request template on the PTO website that would allow visitors to receive additional information. This list could then be made available to anyone requesting access to the list. The VSB would need to develop a policy that establishes criteria for what types of organizations and individuals could have access to the lists.

There are two issues here: (1) Advertising on a separate page on our website that links to anyone who

wants to be listed; and (2) List sharing.

Meeting adjourned at 12:10 PM.