

**Town of Provincetown
Visitor Services Board
Meeting Minutes from
Tuesday, May 15, 2007
Judge Welsh Hearing Room**

Acting Chairman Peter Bez convened the meeting at 10:00 AM noting the following attendees:

Members Present: Peter Bez, Acting Chairman; Kathleen Fitzgerald; Michael Peregón; Mick Rudd; Hersh Schwartz and Rob Tosner.

Excused Absence: Laurel Guadazno.

Other attendees: Bill Schneider, Administrative Director of Tourism; David Gardner, Administrative Assistant II; Lisa Bowden, Cultural Development Coordinator; Don Knuutilla, PBG.

PUBLIC STATEMENTS

Don Knuutilla, PBG announced the publication of the new promotional magazine *Provincetown - Like No Where Else* and announced that the publication will include two insert companion items, including a Provincetown map and a lodging chart.

Lisa Bowden, Cultural Development Coordinator for the Adams Grant Task Force, requested a VSB representative replace Lynne Davies on the Task Force. She also invited all VSB members to attend Task Force meetings.

WATERFRONT PARK

The Waterfront Park agenda item was continued to the next meeting because the cost proposal information requested from landscape architect Patrick Eleey, which was not yet completed.

INFRASTRUCTURE MAINTENANCE

Mr. Bez provided a brief overview about the history of the municipal funding provided by the VSB. During the past several years, the VSB has funded supplemental DPW services that enhance the tourism infrastructure in Town. These services include third barrel pick-up, extended comfort station hours and beautification maintenance.

The DPW is experiencing a budget shortfall and does not have funds to provide these services during the 2008 fiscal year. The DPW has been directed by the Town Manager to maintain the current level of services while additional funding sources are identified.

Candy Collins-Boden requested, through the Administrative Director of Tourism, the Comfort Station open when the MPL does during the winter season, and be staffed on weekends during the off-season (Saturdays, Sundays and holidays). In addition, only one attendant should staff both restrooms during the winter, which will provide additional cost savings.

CCRTA UPDATE

Paula George and Clay Schofield from the CCRTA provided an update regarding transit services to/from Provincetown.

The Flex route has been extended directly into Provincetown on a year-round basis. The popular Lower/Outer Cape Flex bus will launch non-stop service between North Truro and Provincetown via Route 6 on Friday, May 25. The route shift, to the Mid-Cape Highway from Shore Road/Route 6A, will reduce travel time to and from Provincetown by 10 minutes.

Late night bus service has been added on Friday and Saturday night. Because of passenger demand, the Flex will run in and out of Provincetown later into the evenings on Fridays and Saturdays beginning on June

23. The last bus will leave MacMillan Pier at 9:15 PM on Fridays and Saturdays only.

Seasonal shuttle service operates throughout the summer season, from Memorial Day until Columbus Day. The Shore Road/Route 6A route in North Truro and Bradford Street in Provincetown will be served by the CCRTA's Shuttle that will resume service for the season, also on May 25. The service will become a 30-minute frequency rather than 20 minutes. The shuttle will stop at the Provincetown Airport on a request basis.

Transit Pass Program – The CCRTA has added a Monthly Pass (offering unlimited travel) and a One-day Pass (also providing unlimited travel) to the existing transit pass program. The Transit Pass (20 rides for \$15) is still available.

Pass Employee Program allows employers to provide pass to their employees on a pre-tax basis.

Car Free Packages will enable partnerships with the ferry services to ensure people have a “car free vacation” alternative. Other packaging opportunities are being developed with local guesthouse owners and cultural attractions.

Intelligent Transportation Systems will be introduced this summer, offering a tracking systems for the buses provided by cell phone service, allowing people to go online to find real time locations of the buses.

ELECTION OF OFFICERS

Mick Rudd Nominated Kathleen Fitzgerald for Chair, seconded by Peter Bez.

Peter Bez nominated Rob Tosner for Chair, seconded by Kathleen Fitzgerald. Mick Rudd withdrew the nomination for Kathleen Fitzgerald.

Yea: 6; Nay: 0; Abstain: 0

Hersh Schwartz nominated Kathleen Fitzgerald for Vice Chair, seconded by Michael Peregou.

Yea: 6; Nay: 0; Abstain: 0

TOURISM DIRECTOR'S REPORT

The *Provincetown Stars* compilation CD project came to fruition on May 2, 2007. All monies generated from the purchase of *Provincetown Stars* CDs will benefit the Town's Fireworks Gift Fund.

Last month, the ADT attended the annual Travel Industry Association of America's International Marketplace.

Following the Board of Selectmen's approval on April 23, 2007, grant agreements for the FY2008 promotional grant awards were sent last month to each grantee. In addition, approval of the co-op marketing grants for both the Chamber of Commerce and Provincetown Business Guild was received.

The annual contracts for graphics design and public relations services for the PTO expire on June 30, 2007. The draft Request for Proposals, which creates a timeline for proposals to be submitted no later than June 7, 2007. The ADT anticipates presenting a recommendation for the VSB to consider at their June 19, 2007 meeting.

MOTION: Move to approve promulgating Requests for Proposals for Graphics Design to appear in the May 24 and May 31, 2007 issues of the Provincetown Banner.

MOTION: Michael Peregou; SECONDED: Mick Rudd; Yea: 5; Nay: 0; Abstain: 1 (PB)

MOTION: Move to approve promulgating Requests for Proposals for Public Relations Services to appear in the May 24 and May 31, 2007 issues of the Provincetown Banner.

MOTION: Peter Bez; SECONDED: Michael Peregou; Yea: 6; Nay: 0; Abstain: 0

A DVD featuring the *Let's Shop* television segment, which was filmed last summer, was received yesterday and will be added to the PTO website as an adjunct to the promotional video library. Commencing next week, this 50-minute segment, which offers a sweeping overview of Provincetown's cultural, historic and natural treasures, as well as a detailed profile of the shopkeepers and artisans that make Provincetown a world class tourist destination, will air throughout the year on a variety of International news channels, including CNBC.

Through the continued efforts of FOCUS Communications, the Arts Colony VNR produced last year by the PTO is currently available on You Tube, Google Video and Yahoo.

Provincetown was featured in an editorial in the Summer 2007 edition of *Northeastern Group Tour Magazine*, which showcases the ability to explore arts and culture at the tip of Cape Cod. This publication was sent to 15,000 travel agents, motor coach companies, group leaders, tour operators, receptive operators and bank club directors. In addition, active leads are provided each month to the PTO from reader response cards sent from subscribers and others who read the publication.

Next week, Provincetown will host approximately 200 students, faculty and staff from Boston's Commonwealth School. Arriving via a Bay State Cruise Company charter ferry, the group will be shuttled to/from Herring Cove via a private tour bus, and spend the day touring Provincetown, including complimentary admission to both PAAM and PMPM.

New ads have been prepared for *Bay Windows*, *Boston Magazine*, *Boston Spirit Magazine*, *New England Travel Planner* and the Portuguese Festival commemorative program.

The annual contract with Holiday Media is up for renewal. This company publishes the annual *New England Group Tour Planner*, a 15-year old publication which has a targeted market of 8,000 professional group tour planners and is distributed to seven major conventions throughout the year (including the Canadian Sport Tourism Alliance, National Travel Association, Ontario Motor Coach Association Annual Convention and the American Bus Association Marketplace), in addition to a direct mail campaign of 600,000 promotional postcards. The return on investment from 2006 was over 850,000 unique web visits to Holiday Media's website. This year, Quebec has been added to the North American Group Travel distribution. The renewal rate for the ad remains at \$2,110, which is a discount of \$170 from the rack rate, and includes a 75-work editorial profile.

MOTION: Move to approve funding in the amount of \$2,110 from the FY08 marketing budget for a junior-page four-color advertisement in the 2008 New England Group Travel Planner.

MOTION: Peter Bez; SECONDED: Rob Tosner; Yea: 6; Nay: 0; Abstain: 0

EDGE Publications has delivered on their commitment to bring to fruition the Amtrak value-added promotional fare, which was announced last month. Since April 19, 2007, *EDGE* has been featuring a PTO banner ad in rotation on their web portals in Boston, New York, Philadelphia, New England, Provincetown and Provincetown delivering nearly 175,000 impressions and resulting in over 400 click throughs. In addition, an email blast was sent to the *EDGE* database announcing the partnership with the PTO, Amtrak, Bay State Cruise Company and Boston Harbor Cruises.

MOTION: Move to approve funding in the amount of \$5,000 from the FY07 marketing budget for the website advertising campaign, which will run through June 30, 2007.

MOTION: Kathleen Fitzgerald; SECONDED: Peter Bez; Yea: 6; Nay: 0; Abstain: 0

As a reminder, the Town of Provincetown is sponsoring an educational seminar explaining the state's conflict of interest law on Wednesday, June 6, 2007 at 1:00 PM in the Judge Welsh Meeting Rom. For more information, please contact Provincetown Town Clerk Doug Johnstone.

APPROVAL OF MINUTES

MOTION: Move to approve the minutes of the April 18, 2007 meeting as submitted.

MOTION: Peter Bez; Seconded: Kathleen Fitzgerald ; Yea: 4; Nay: 0; Abstain: 2 (MR, RT)

Meeting adjourned at 12:04 PM.