

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from  
Tuesday, June 19, 2007  
Judge Welsh Hearing Room**

Vice Chairman Kathleen Fitzgerald convened the meeting at 10:02 AM noting the following attendees:

**Members Present:** Kathleen Fitzgerald, Vice Chair; Peter Bez; Laurel Guadazno; Michael Peregón; Mick Rudd; and Hersh Schwartz.

**Excused Absence:** Rob Tosner.

**Other attendees:** Bill Schneider, Administrative Director of Tourism; David Gardner, Administrative Assistant II, Lisa Bowden, Cultural Development Coordinator; Candy Collins-Boden, Chamber of Commerce; Don Knuutilla, PBG.

**PUBLIC STATEMENTS**

Candice Collins-Bodin presented an overview of the cruise ship that arrived yesterday (June 18, 2007). The Chamber, PBG, and the Cultural Development Coordinator did meet and greet the passengers upon arrival. Unfortunately we did not get the number of passengers that we anticipated; however, the same cruise ship will be back again next week. This was more of a “practice run” for us. We should create package deals with the museums and the National Seashore to present to the cruise lines in an effort to entice them to stay longer in Town and to patronize our cultural attractions and businesses instead of losing them to shore excursions up Cape.

Lisa Bowden will be sending a press release on behalf of the MCC Adams Grant Task Force regarding the trap sheds being installed on the MacMillan Pier.

**NEW BUSINESS - FIRE STATION NO. 2**

The Board of Selectmen will hold a public hearing on June 25, 2007 to discuss plans to renovate Former Fire House No. 2. The VSB should consider a recommendation to the BOS regarding the proposed reuse of the facility. The VSB discussed potential uses of the second floor, including town offices and employee housing, but did not come to any consensus of what should be recommended.

There is a definite need for better signage for the existing Town restrooms and parking lots. The issue of signage should be placed on a future agenda.

**MOTION: Move that the VSB endorse the development of public restrooms on the ground floor of Former Fire Station No. 2.**

**MOTION: Mick Rudd; SECONDED: Michael Peregón; Yea: 6; Nay:0; Abstain:0**

**RFP – GRAPHICS DESIGN AND PUBLIC RELATIONS SERVICES**

Peter Bez left the room.

At the direction of the VSB, the ADT promulgated a Request for Proposal (RFP) for both the Graphic Design firm and the Public Relations firm. Only one response was received for each RFP.

**Motion: Move to recommend The Graphics Group be contracted to provide graphic design services for FY08 at a rate not to exceed \$8,050 (not including printing costs and website design/development). This recommendation provides for the contract to be renewed for an additional year, subject to review at the end of FY2008 and satisfactory performance, as determined by the Administrative Director of Tourism, recommendation by the Visitor Services Board, approval by the Board of Selectmen and funding approval at April 2007 Annual Town Meeting.**

**MOTION: Hersh Schwartz; SECONDED: Laurel Guadazno; Yea: 5; Nay: 0; Abstain: 1 PB**

Mr. Bez returned to the meeting.

**MOTION:** Move to recommend FOCUS Communications be contracted to provide public relation services for FY08 at a rate not to exceed \$24,000 (not including expenses). This recommendation provides for the contract to be renewed for an additional year, subject to review at the end of FY2008 and satisfactory performance, as determined by the Administrative Director of Tourism. **recommmendation by the Visitor Services Board, approval by the Board of Selectmen and funding approval at April 2007 Annual Town Meeting.**

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

### **WATERFRONT MEMORIAL PARK**

The proposed plan to improve the Waterfront Memorial Park will be presented to the Board of Selectmen on June 25, 2007. Landscape architect Patrick Eeley will present the proposal on behalf of the VSB. A discussion ensued regarding Mr. Eeley's revised cost estimate proposal, which included items that were not included in original estimate.

### **MARKETING PLAN FOR WATERFRONT PARK**

Continued to the next meeting.

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

All but one of the FY2008 grant recipients have returned executed grant agreements, and the remaining agreement should be signed later today.

Inclement weather last week forced the cancellation of fast ferry service to/from Boston as well as the first arrival of the "Spirit of Nantucket." In addition, mechanical issues resulted in the grounding of Cape Air's entire fleet of Cessna 402 aircraft. Despite these maladies, the Provincetown International Film Festival enjoyed a well-attended weekend of sold-out screenings and packed parties.

At their June 11, 2007 meeting, the Board of Selectmen requested the ADT research the cost to purchase and install a change machine on Ryder Street as an additional visitor amenity. While funding for this initiative has not yet been identified, the ADT will begin the research this week in hopes of having quotes for approval at the next VSB meeting. Costs will include a "pole alarm" and the ADT recommends the Parking Department be responsible for maintaining this change machine once it has been purchased and installed.

### **APPROVAL OF MINUTES**

**MOTION:** Move to approve the minutes of the June 5, 2007 meeting as submitted.

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

### **NEW BUSINESS - VSB MEETING SCHEDULE**

**MOTION:** Move to reschedule VSB meetings for July and August to Friday at 10:00am.

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

### **BE OUR GUEST – CAPE COD CHAMBER OF COMMERCE GROUP TOUR COMMITTEE**

Patti Lloyd from the Cape Cod Chamber of Commerce made a presentation on the Chamber's "Be Our Guest Program" for Motor Coach and Group Tours.

In attendance: Candy Collins-Boden, Provincetown Chamber; Patrick Patrick, Provincetown Chamber; Peter Okon, Purple Feather; Rob Costa, Art's Dune Tours; Jim Rizzo, Christopher's by the Bay; Jack Still, Cape Colony Inn; Jim Cottone, Cape Inn; and Domenic Rosati, Provincetown Parking Department Lot Manager.

- Customer Service is still number one. It is very important to meet and greet the coaches and make the visitors feel welcome.
- Provincetown is a major draw for motor coaches on Cape Cod.
- Often the schedule for the coaches is too short and doesn't allow enough time in Provincetown
- Parking for the coaches is a problem in Provincetown.

- Drivers and escorts are key to successful coach visits. Some customer service is needed for drivers especially to help them with directions as to where they park their bus during the time frame that they are here. Signage and handouts will be made available to the Drivers in order to help them know where to park and how to avoid problems construction difficulties in town. Email this in advance to the motor coach companies and drivers.
- The Chamber should organize an overnight FAM for motor coach companies to entice them to include overnight visits to Provincetown rather than all day visits.
- Understanding our customers, knowing and understanding the changing demographic is important. International market is growing. Asian market is growing. Baby boomers are growing. African American market is also large. The Cape Cod Chamber is going to start attending GLBT trade shows. Church groups are large although they may not be the right fit for Provincetown. Market to more progressive church groups and create coach tours for older GLBT groups.
- The economy of Cape Cod is dependent on visitors, and employers should continue to remind their employees that and to lead by example with a positive attitude.

Meeting adjourned at 12:40 PM.