

TOWN OF PROVINCETOWN – VISITOR SERVICES BOARD

TUESDAY, APRIL 5, 2005

CAUCUS HALL

Vice Chairman Lynne Davies convened the meeting at 9:30 AM noting the following attendees:

VSB members: Lynne Davies, Vice Chairman; Laurel Guadagno; Mick Rudd and Barbara Rushmore

VSB members absent: Peter Bez, Ellen Freeman, Chairman Steve Melamed

Also present: Patricia Fitzparick, Tourism Director; Gabrielle Hanna, Executive Director, Provincetown International Film Festival; Candace Collins-Boden, Executive Director, Provincetown Chamber of Commerce

Recorder: Bill Schneider

The following are meeting minutes, in brief.

Patricia Fitzpatrick requested the derogatory personal comments be removed from the March 28, 2005 meeting minutes.

MOTION: Move to approve the minutes of the April 1, 2005 VSB meeting as presented.

Motion by: Laurel Guadagno Seconded by: Barbara Rushmore Yea 4 Nay 0

Vice Chairman Davies confirmed the agenda was to begin reviewing the marketing plan and circulated a copy of the matrix containing a revised budget.

Tourism Director Patricia Fitzpatrick spoke about the importance of attending trade shows, which is an integral ingredient for selling the Town because of networking and building relationships.

Candace Collins-Boden spoke about adding an element to the Chamber's website for travel writers (a "press page") and confirmed the importance of hosting travel writers, something the Town has not done for a while.

Steve Melamed arrived at 9:55 AM.

The advertising budget was discussed. The Tourism Director spoke about the Ontario Marketing Canadian Association.

MOTION: Move to approve payment not to exceed \$500 for the Tourism Director to apply for membership to OCMA, to be paid from the FY 05 budget.

Motion by: Lynne Davies Seconded by: Mick Rudd Yea 5 Nay 0

Barbara Rushmore recommended leaving a small amount of money in the budget to place ads in niche markets as the need may arise during the year.

Mick Rudd left the meeting at 10:55 AM.

Website development was discussed.

MOTION: Move to set aside \$1,500 for Tour Guide Appreciation Day from FY 06 marketing budget.

Motion by: Steve Melamed Seconded by: Barbara Rushmore Yea 4 Nay 0

Agenda for the next meeting was finalized.

The Vice Chairman adjourned the meeting at 11:10 AM.