

TOWN OF PROVINCETOWN – VISITOR SERVICES BOARD

FRIDAY, APRIL 1, 2005

CAUCUS HALL

Chairman Steve Melamed reconvened the meeting at 10:08 AM noting the following attendees:

VSB members: Peter Bez; Lynne Davies, Vice Chairman; Laurel Guadazno; Steve Melamed, Chairman; Mick Rudd and Barbara Rushmore

VSB members absent: Ellen Freeman

Other attendees: Patricia Fitzpatrick, Tourism Director; Patricia Zur, Provincetown Art Guide

Recorder: Bill Schneider

The following are meeting minutes, in brief.

The Chairman requested the Tourism Director address the Board concerning the request for the contract renewal of the advertising contract submitted by Guest Informant, which features a full page ad of Provincetown for \$7,200.00. Discussion amongst the Board ensued.

It was the consensus of the Board to remove the line of copy “The Renaissance Continues” and replace with “Like Nowhere Else.” In addition, the Town’s website address should be added to the information contained on the bottom of the ad.

MOTION: *Move to approve the placement of a full-page ad in Guest Informant for \$7,200 as requested by the Tourism Director and an additional \$50 for production costs to change the ad as discussed.*

Motion by: Peter Bez Seconded by: Laurel Guadazno Yea 6 Nay 0

Patricia Zur presented the Board with an overview of the 2004 Provincetown Art Guide, which she proposed to include a cultural overview of the Town’s calendar of events. Cape Air plans to include the Art Guide for distribution in their terminal at Logan International Airport. The phrase Cape Air intends to use in promoting the Art Guide is “you are 20 minutes away from America’s biggest treasure.”

Cost of the calendar of events is \$650 per page for a full color calendar, which would be a two-page spread.

Mr. Rudd asked the Chairman if the Tourism Director approved of the proposal. Ms. Fitzpatrick confirmed she agreed with the use of funds for the advertising proposal.

MOTION: *Move to authorize the expenditure of \$1,300 for a two-page calendar in the 2005 Provincetown Art Guide from the VSB’s FY05 marketing budget.*

Motion by: Mick Rudd Seconded by: Lynne Davies Yea 6 Nay 0

The Chairman and Vice Chairman both indicated businesses they have an interest in may advertise in the Provincetown Art Guide. Laurel Guadazno indicated the Pilgrim Monument may also advertise in the Guide. Barbara Rushmore asked if the Provincetown Art Association and Museum’s auction would be included in the information contained in the Guide. Ms. Zur confirmed the event would be included.

The Chairman addressed the Holiday Media annual ad.

MOTION: *Move to expend \$2,110 to be taken from FY06 advertising budget to hold advertising space in 2005 Holiday Media location.*

Motion by: Mick Rudd Seconded by: Peter Bez Yea 6 Nay 0

Discussion ensued regarding future advertising. The Chairman tabled the discussion until the April 5th meeting. Mr. Rudd requested the Tourism Director bring the proposed template to be used for future

advertisements to the April 5th meeting.

Discussion ensued regarding RFPs and the requirements for an initial concept.

The Chairman reiterated the purpose of the next meeting is to review the proposed ads and to decide which ads will be approved.

The rejection letter for FY 06 grant applicants was discussed. The Tourism Director suggested removing the question marks preceded by bullet marks.

MOTION: *Move to accept the grant application rejection letter as amended.*

Motion by: Peter Bez **Seconded by:** Mick Rudd **Yea 6 Nay 0**

MOTION: *Move to approve the minutes from the March 28, 2005 VSB meeting as amended.*

Motion by: Peter Bez **Seconded by:** Barbara Rushmore **Yea 6 Nay 0**

The Chairman adjourned the meeting at 11:00 AM.