

# TOWN OF PROVINCETOWN – VISITOR SERVICES BOARD

TUESDAY, JUNE 7, 2005

JUDGE WELSH HEARING ROOM

Chairman Lynne Davies convened the meeting at 10:05 AM noting the following attendees:

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

Other attendees: Patricia Fitzpatrick, Tourism Director; Michelle Jarusiewicz, Acting Assistant Town Manager and Grant Administrator

Recorder: Bill Schneider

The following are meeting minutes, in brief.

**MOTION:** Move that the minutes from the May 24, 2005 VSB meeting be approved.

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

Chairman Davies tabled the municipal budget update until the next VSB meeting as she was still gathering information.

The issue regarding the referral of travel writers to local guesthouses was discussed. The Chairman spoke about the luncheon meeting with representatives from Cape Air, the Cape Cod Chamber of Commerce and the Provincetown Business Guild.

**MOTION:** Move to add to the agenda for the next meeting of the VSB the discussion of procedures to create a pool of willing and able guest houses and restaurants to host travel writers visiting Provincetown.

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

The FY06 marketing budget was discussed. Chairman Davies advised the Board that the website committee promulgated registration for four domain names at a cost of \$180.00. The reserved web addresses are the following:

provincetowntourism.org  
provincetowntourismoffice.org  
provincetowntourismservices.org  
provincetownvisitorservices.org

**MOTION:** Move to approve payment to Lynne Davies in the amount of \$180.00 for reimbursement of the cost of obtaining the domain names for the VSB website, to be paid from the FY05 marketing budget.

**Motion by: Steve Melamed Seconded by: Mick Rudd Yea 6 Nay 0**

**MOTION:** Move to create the primary website address for the VSB to be provincetowntourism.org

**Motion by: Peter Bez Seconded by: Steve Melamed Yea 6 Nay 0**

Chairman Davies advised the Board a request for proposal was sent on June 3<sup>rd</sup> to 17 vendors. The bids will be reviewed at 4PM on Friday June 10<sup>th</sup>.

The Tourism Director advised the VSB that their previously-approved contribution of \$5,000 to the Eugene O'Neill Society Conference would not be needed inasmuch as the commemorative book, for which the funds were intended, would not be published. Mr. Rudd suggested the Eugene O'Neill Society consider an after-event publication commemorating the Provincetown conference.

Discussion regarding the Birdman Competition ensued. Chairman Davies suggested looking at alternatives for placing contingencies for the event scheduled for FY06 since a grant has been awarded to the Gay Men's Domestic Violence

Project, sponsor of the event.

**MOTION:** Move to table discussion regarding the FY06 Birdman Event until the event sponsor has submitted their final report and request for disbursement of the grant award for FY05.

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

Chairman Lynne Davies addressed the advertisement contract negotiated by the Tourism Director for the 2005 Provincetown Pocket Book, featuring a two-page insert of the Town's calendar of events.

**MOTION:** Move to authorize payment of \$2,590 for the Provincetown Pocket Book from the FY05 marketing budget.

**Motion by: Peter Bez Seconded by: Laurel Guadagno Yea 5 Nay 1 (SM)**

**MOTION:** Move to authorize payment of \$150 to The Graphics Group for the design of the Provincetown Pocket Book advertisement from the FY05 marketing budget.

**Motion by: Mick Rudd Seconded by: Steve Melamed Yea 5 Nay 0 Abstain 1 (PB)**

Mr. Melamed requested that in the future, all design charges be negotiated and included with contracts as they are renewed. Mr. Melamed further suggested that The Graphics Group be retained to design future ads on behalf of the VSB. This matter was tabled until the next VSB meeting.

The Board discussed advertising opportunities presented by both Planet Out and Newsweek. Because the deadlines to contract these ads had passed, the Board took no action. Discussion regarding the American Bus Association conference ensued.

**MOTION:** Move that payment be authorized from the FY05 marketing budget for conference pre-registration for the 2006 American Bus Association conference in the amount of \$1,040.

**Motion by: Steve Melamed Seconded by: Peter Bez Yea 6 Nay 0**

Discussion regarding FY06 advertising commitments ensued. The Tourism Director confirmed the following contracts needed to be renewed:

New England Travel and Life - \$3,800 for two 1/3 page insertions  
New England Canadian Travel - \$2,163 for an annual 3/4 page insertion

**MOTION:** Move to authorize the Tourism Director negotiate contracts with New England Travel and Life and New England Canadian Travel.

Ms. Rushmore addressed her concerns regarding the waterfront park.

**MOTION:** Move that the VSB start afresh if any proposed plan be presented regarding the waterfront park.

**Motion by: Barbara Rushmore Seconded by: Steve Melamed Yea 6 Nay 0**

Mr. Rudd addressed the request of the Chamber of Commerce for entertainment to meet and greet the arrival of cruise ship calling in Provincetown later this month.

**MOTION:** Move to designate up to \$1,500 from the FY05 marketing budget to employ entertainment under the direction of the Chamber of Commerce to embellish the welcoming of the Our Family cruise ship calling in Provincetown later this month.

**Motion by: Mick Rudd Seconded by: Peter Bez Yea 5 Nay 0 Abstain 1 (MR)**

The Chairman scheduled the following meeting dates and times for July and August: July 11<sup>th</sup> and 25<sup>th</sup> and August 8<sup>th</sup> and 22<sup>nd</sup> from 11AM until 1PM.

The round-table discussion between the VSB and Acting Assistant Town Manager continued regarding the resource

requirements needed to support the VSB's mission to enhance and promote tourism in Provincetown.

**MOTION:** Move to request from Patricia Fitzpatrick a proposal to provide consulting services for one year to work with tour bus operators to visit Provincetown, promote and facilitate organized tours and actively follow-up on completed tours.

**Motion by: Steve Melamed Seconded by: Laurel Guadazno Yea 6 Nay 0**

The Chairman adjourned the meeting at 12:35 PM.