

**TOWN OF PROVINCETOWN  
VISITOR SERVICES BOARD**

MONDAY, AUGUST 8, 2005

JUDGE WELSH HEARING ROOM

Chairman Lynne Davies convened the meeting at 11:00 AM noting the following attendees:

VSB members: Lynne Davies, Chairman; Peter Bez; Kathleen Fitzgerald; Laurel Guadazno; Michael Peregón; Hersh Schwartz

Absent VSB Member: Mick Rudd (excused absence)

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

Recorder: Cynthia Curran

The following are meeting minutes, in brief:

APPROVAL OF MINUTES OF 8/01/05

MOTION: Move to approve the minutes of the August 1, 2005 VSB meeting.

Motion by: Peter Bez Seconded by: Michael Peregón **Yea 6 Nay 0**

Chairman Lynne Davies said that there was no budget update because the Town's financial person has been out due to a death in the family and she does not have the month end figures.

The next item on the agenda was the Tourism Office Staffing. Ms. Davies again raised the idea of hiring a part-time person to develop package tours. Some members wondered if there is an interest for this among businesses. Ms. Davies felt that there is. Michelle Jarusiewicz said that the EDTF is applying for a grant to develop a test model for a packaging position. The VSB might want to be a partner in this and contribute some money. It would be for the 2006 calendar year, which would overlap the FY2006 and FY2007 budgets. Laurel Guadazno wondered about the timing and the ability to have someone in place enough ahead of the summer season. Ms. Jarusiewicz said that one trial would be the PAAM opening in November. It was suggested that there are many sporting events and packages, which could be built around them. Peter Bez said that off-season might be a good time to focus on. Ms. Jarusiewicz said that she will let the VSB know what the EDTF comes up with and then the VSB can decide if they want to participate.

She thinks that it is likely that they will get the grant because the PBG, Chamber of Commerce, and the Town are all on board. She will have more information in a month or so.

Lynne Davies then began the discussion on the estimated budget for staffing. She said the primary full-time staff person would probably be a Grade 9 and earn about \$42,000. The assistant position would be part-time and Grade 6 (approximately \$15,500.) The benefits cost for both positions would be approximately \$12,000. She suggested budgeting \$20,000 for a public relations firm. This might come out of staffing or marketing. Ms. Jarusiewicz said that the VSB must decide by Town Meeting which part of the budget the funds will come out of. She also said that she will consider how much should be budgeted for the grant writer's estimated cost based on two grant applications each for FY2006 and 2007. The advertising firm would be the liaison between the Tourism Office, and for advertising media once contracts have been negotiated by the Tourism Office, and for the design of all graphics and advertising copy. The estimate for the graphics firm was \$6,000. Bill Schneider and Michelle Jarusiewicz will work on an RFP this week for the advertising firm. Michael Peregón wondered if there was something that showed how the advertising budget was spent last year. Ms. Davies will email that information to Mr. Peregón and Ms. Schwartz since they are new members. Laurel Guadazno asked if the budget should be higher for the graphics firm to include updating the web

site. Bill Schneider said that the Tourism Office will handle the updating. Lynne Davies will also work on the site. The VSB will meet with the BOS on August 22 to present the VSB recommended strategic staffing plan.

Michelle Jarusiewicz raised the question of a new title for the primary staff person. The members also felt that it was a good idea. Several possibilities were discussed. "Administrative Director of Tourism" was favored, but it was decided to wait until next week for a final decision.

Lynne Davies reminded the board members that the VSB will be taking the lead in the Town Branding initiative and she has asked Robin Haueter to speak to the VSB next week about the branding process as the first step. He has a lot of experience with branding and marketing and was highly recommended by the CDC. He will speak for the first hour of the meeting and then the regular meeting will be conducted. The EDTF will be invited to attend.

The next item was the Grant Review Process Update. After a review of the proposed Public Notice about the grants, it was agreed that no date should be given for a possible second round, only that if there were additional funds a second request for proposals would be advertised. Regarding the proposed posting of the public hearing on grants, it should be made clear that the items on the list were possible ideas that the VSB had received and not proposals from the VSB. It was agreed to add to the announcement that comments in writing would be accepted. Ms. Jarusiewicz suggested that the announcement should be sent out to former grant applicants. It was decided that the public hearing will be on Tuesday, August 30<sup>th</sup> at 6:00 PM. Ms. Jarusiewicz will re-write the announcement and email it to the members for final approval.

Ms. Jarusiewicz had also worked on the Guidelines for Tourism Grant Funding and submitted a draft. Some of the wording may change depending on what is decided after the public hearing. It was said again that no dates should be given for a possible second round of grant applications, but the possibility should be stated. Ms. Davies said that the procedures will be published on the VSB web site. Ms. Jarusiewicz was concerned that people would not read all the procedures, so Ms. Davies suggested that it be written at the beginning that there might be a second round of applications.

**MOTION:** Move to approve the scheduling of the Public Hearing on the Tourism Fund FY 2007 Grant Guidelines for August 30<sup>th</sup> at 6:00 PM in the Judge Welsh Room for the purpose of soliciting input from the public regarding Tourism Fund grants.

**Motion by: Peter Bez Seconded by: Kathleen Fitzgerald Yea 6 Nay 0**

Bill Schneider, the Acting Tourism Director, gave his report. The new VSB web site will launch tomorrow. There has been good feedback about it from board members and others who have seen it.

Mr. Schneider was interviewed by *Curve Magazine*. Although he had expected it to be about gay marriages in Provincetown, the reporter was interested in the supposed rift between gay and straight visitors. Mr. Schneider told her that there was no rift. He said that the reporter has never been to Provincetown. He will be speaking with her again.

Mr. Schneider has researched how film permit fees are handled in other towns. He found that other small towns do not charge fees, because they feel that the money generated by the film company's presence outweighs any possible fee. Large cities do have fees, but they have restrictions because of unions. Mr. Schneider will research this further.

Mr. Schneider has negotiated a larger ad for the same price with *Instinct*.

**MOTION:** Move to approve six ad insertions from January to June 2006 in *Instinct Magazine* for a total cost of \$4,422.

**Motion by: Peter Bez Seconded by: Hersh Schwartz Yea 6 Nay 0**

Mr. Schneider has done more work on the Boston Phoenix ad. Boston Harbor Cruises has agreed to donate two tickets a week until they stop running in October. Mr. Schneider suggested that the banner ad, which was discussed last week, run every week until mid-October and then every other week until April at a cost of \$175 per week. Hersh Schwartz said that although she had previously been against the Phoenix ads, after talking with friends she has changed her

mind. Her friends had said that the Phoenix is read by older people as well. Mr. Schneider showed how the ads would look. There will be links on the VSB site, as well as the Phoenix site. Laurel Guadagno suggested that the Phoenix ad be changed to read, "Get away to Provincetown. Enter to win." The other members agreed. Michael Peregon asked how the drawings for the tickets would be held to make sure that they are above-board. Mr. Schneider assured him that they would be.

**MOTION:** Move to approve the banner ad on the Boston Phoenix web site, to be run every week until mid-October and then every other week until April at a cost of \$175 per week.

**Motion by: Michael Peregon Seconded by: Hersh Schwartz Yea 6 Nay 0**

Mr. Schneider had done further research on nature-oriented advertising. He presented two possibilities, *Natural New England* and *Outside*. After looking at the magazines and listening to Mr. Schneider's suggestions, the Board decided to go with *Natural New England*.

**MOTION:** Move to approve a 1/3-page ad in *Natural New England* for 3 insertions at a total cost of \$930.

**Motion by: Hersh Schwartz Seconded by: Michael Peregon Yea 6 Nay 0**

Mr. Schneider showed copies of some other ads that will be used.

The next subject for discussion was the lack of bicycle racks in the town. Lynne Davies suggested that the VSB might purchase a bike rack and also develop a pamphlet on where bike racks are located. It was suggested that perhaps different organizations or people could donate racks. Laurel Guadagno said that the racks should all be uniform. Lynne Davies will write to Sandy Turner of the DPW about this and ask Sandy for suggested bike rack sites. There will be further discussion next week.

A new booth design is needed for the Gay and Lesbian expo as well as other trade shows. Funds for this were approved in the FY2006 marketing budget. It was felt that the design should be able to adapt to different situations and should hold pictures and posters. Lynne Davies asked Bill Schneider to look into places to obtain booths. Ms. Davies said that new bags to hold giveaway pamphlets at shows, are needed. Ms. Schwartz said that she uses some very nice bags at her store that might be appropriate. She will show a sample to Mr. Schneider. Ms. Davies requested that Bill present the board with recommendations at the next meeting. Continued discussion on the booth was tabled until the requested information was available.

Michelle Jarusiewicz and Bill Schneider are still working on the RFP for a public relations firm. Ms. Jarusiewicz is trying to get a copy of the Cape Cod Chamber of Commerce's RFP. Other possible sources of information on public relation firms were suggested.

**NEXT MEETING: Monday, August 15<sup>th</sup> 11:00 a.m.**

The next meeting will be a two-hour meeting. Ms. Davies said that the Board will meet every week until September. Then the meetings will switch to the 1<sup>st</sup> and 3<sup>rd</sup> Tuesdays at 10:00 AM, however there may be additional meetings if needed, especially during the budget process.

The meeting was adjourned at 12:52 PM.

