

**TOWN OF PROVINCETOWN
VISITOR SERVICES BOARD**

TUESDAY, SEPTEMBER 6, 2005

MEETING ROOM A

Chairman Lynne Davies convened the meeting at 10:15 a.m. noting the following attendees:

- VSB members: Lynne Davies, Chairman; Kathleen Fitzgerald (arrived 10:45); Laurel Guadazno; Michael Peregón; Hersh Schwartz

Absent Members: Peter Bez (excused absence); Mick Rudd

- 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 8/22/05

- **MOTION:** Move to approve the minutes of the August 22, 2005 VSB meeting as written.

- **Motion by: Laurel Guadazno** **Seconded by: Hersh Schwartz** **Yea 4** **Nay 0**

BUDGET UPDATE

Chairman Lynne Davies said that the figures have just come out, so she will have a report at the next meeting.

ADMINISTRATIVE TOURISM DIRECTOR RECRUITMENT UPDATE

Michelle Jarusiewicz said that the ad is now in the Banner and on line. Ms. Davies wondered if it would be appropriate for members of the VSB to write letters of recommendation. Ms. Jarusiewicz said she will have to research that question.

ELECTION OF VICE CHAIR

The election was tabled until the next meeting when there are more members present.

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TOURISM DIRECTOR'S REPORT

Bill Schneider said he was pleased that the tourism industry is trying to help the survivors of Hurricane Katrina.

Mr. Schneider presented a copy of an article from the N.Y. Times, which mentioned Provincetown. Kathleen Fitzgerald said there was also an article in Sunday's N.Y. Times.

Mr. Schneider said that a recent travel newsletter predicted that Canada's same sex marriage laws would be a huge boost to Canadian tourism. He suggested that Provincetown should also try to develop a marketing campaign for Provincetown as the premiere destination for same sex weddings.

The National Trust for Historic Preservation is accepting nominations for the 2006 list of America's Dozen Distinctive Destinations. Mr. Schneider thought Provincetown should be nominated.

MOTION: Move to have Bill Schneider nominate Provincetown for the National Trust for Historic Preservation's 2006 list of America's Dozen Distinctive Destinations

Motion by: Michael Peregon Seconded by: Hersh Schwartz Yea 4 Nay 0

Mr. Schneider reported on the Phoenix web ad for the past two weeks. There were 39 respondents the first week and 17 the next.

The Graphic Designer RFP bid closes on Thursday, September 8th. Laurel Guadazno will be there to represent the VSB with Bill and the Acting Assistant Town Manager when the bids are opened. No action will be taken at the bid opening. Bid results will be presented at the next VSB meeting.

The annual contract for *New England Travel and Life* is due for renewal. This publication comes out annually and has a shelf life of one year. Mr. Schneider recommended renewing it, but changing the ad. After some discussion the following was decided:

MOTION: Move to advertise in the May 2006 *New England Travel and Life* at the best negotiated price.

Motion by: Hersh Schwartz Seconded by: Laurel Guadazno Yea 4 Nay 0

MOTION: Move to use the ad "Like No Where Else" (as shown on page 17 of the Tourism Director's 9/6/05 report) for the May 2006 *New England Travel and Life*.

Motion by: Hersh Schwartz Seconded by: Laurel Guadazno Yea 4 Nay 0

Mr. Schneider reported that the Travel Industry Association of America is presenting six new trade shows in 2005 and 2006. He said that these would be mainstream shows (as opposed to Gay and Lesbian) and that the TIA has a very good reputation. There was some discussion about which other shows the VSB is already committed to and which locations might be best. The Washington D.C. show was chosen.

[Kathleen Fitzgerald arrived at 10:45.]

MOTION: Move to attend the Washington D.C. trade show of the Travel Industry Association of America (February 10th - 12th) with the cost not to exceed \$4,500.00.

Motion by: Hersh Schwartz Seconded by: Kathleen Fitzgerald Yea 5 Nay 0

Bill Schneider also presented information about a trade show in Toronto, Canada. This was discussed, but it was felt that the Board did not want to do another Canadian show this year. They will learn a lot from the Montreal show and will reconsider this show next year.

Lynne Davies mentioned that the Eastern States Exhibition is coming up soon. The Cape Cod Chamber of Commerce is going and the VSB will send some calendar of events cards and some brochures to be given out.

Bill Schneider met with Theresa Barbo from the Center for Coastal Studies. She wanted to discuss ways to promote the Center and other non-profits during the off-season. One idea was a community fair with presentations by the different non-profits in town to show that things still go on during the winter. The Board felt that it seemed very similar to the Year-rounders Festival. The VSB agreed that Bill should suggest to Ms. Barbo that she work with the Year-rounder organizers to see how they could work together to make the Year-rounders Festival even better.

Pink Planet, a Canadian Gay and Lesbian travel television show, has requested production assistance for a segment on the Fantasia Fair and Provincetown. The Board liked the idea but needed more information before fully backing the

plan The VSB asked Bill to contact Pink Planet to discuss in more detail.

Lastly Mr. Schneider presented his report on the trade show booth update. He had received information from several different companies and distributed a written report with photos of some of his suggested purchases. After some discussion it was decided to purchase a new horizontal booth backdrop with a permanent graphic. This fits into a podium, which is also the transport box. This can be shipped on an airplane if necessary. Laurel Guadazno suggested that since the graphic cannot be changed, a second backdrop might be purchased in the future. The Board also decided to buy two retractable display panels. These will be two-sided to maximize their usefulness. The graphics on these can be changed and additional graphic cartridges can be purchased. An expandable brochure holder was also discussed, but it was decided that this would not really be useful. In response to Michelle Jarusiewicz question regarding quotes, Bill confirmed that several quotes had been obtained for similar equipment.

MOTION: Move to have Bill Schneider obtain actual costs proposals for one booth backdrop and two retractable display panels (two-sided) for the trade show booth.

Motion by: Laurel Guadazno Seconded by: Hersh Schwartz Yea 5 Nay 0

The Board also discussed how data would be collected. Last year a postcard was used. Having a laptop for people to type in their information was another idea. Ms. Davies said that she has seen this cause a bottleneck at some booths. A postcard could be put in each pamphlet bag.

MARKETING PLAN

Lynne Davies asked Bill Schneider when he would have the FY2007 marketing plan proposal ready. Mr. Schneider said that he would have it for the next meeting on the 20th. Ms. Davies asked Mr. Schneider to send copies of the FY2006 Five Year Plan to the board members. She asked the members to review the old plan so they could begin to work on the FY2007 plan at the next meeting.

BRANDING

Lynne Davies said she had been informed by the Adams Grant committee that the branding project was really for advertising the Town of Provincetown by the VSB and Tourism Office only. There would be no requirement that all tourism related organizations in Town would use the brand. However, Lynne still felt that additional stakeholders other than the VSB members should be involved in the process, even if they did not end up using the results. Based on the input from the branding expert the branding subcommittee should be kept small, so that it would not get bogged down.

Who should possibly be involved was discussed. It was felt that representation from innkeeper, real estate, non-profits, retailer, small industry, the PBG, and Chamber already existed on the VSB and what were missing were the arts, restaurants, and the pier. Laurel Guadazno said that it was important that everyone be a Provincetown resident. Several elements of the community are already represented on the VSB, such as business owners and bed and breakfast owners. Lynne Davies felt that the process should be streamlined. She thought that the small group should do its work, followed by a public hearing for input, resulting in some possible "tweaking". The results would be presented to the EDTF to satisfy their Adams Grant proposal. A couple of members also wondered about having someone from the National Seashore, but others thought that it would be difficult to include them. Ms. Davies will report what was discussed and decided to the Adams Grant Task Force.

PR FIRM RFP UPDATE

Michelle Jarusiewicz said she will have a draft of the RFP by the next meeting.

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OTHER BUSINESS

Michael Peregon was concerned that the July 4th fireworks display might not happen next year. There was a discussion to determine if there was consensus about the fireworks within the Board. Since there was not, the discussion was ended.

TOUR GUIDE APPRECIATION DAY

This has been held for the last 4 or 5 years. Laurel Guadazno asked that it not be on Halloween if possible. Bill Schneider will research what it is needed, with help from Ms. Guadazno who has been involved with the previous ones.

OTHER BUSINESS

It was suggested that there be an event planned for the Bulgarian young people next year.

Lynne Davies has received a copy of the PBG survey of Gay and Lesbian travelers. This survey was conducted over the Internet. Provincetown has moved from 9th to 4th place as a potential vacation destination. Cost was cited as the most important reason for choosing a location. Theatre, concerts and museums were very low on the list as reasons to come to Provincetown. Ms. Davies said that she will make a copy which the members can borrow.

Ms. Davies said she will have the Town Manager's office request a quarterly report from the DOR on sales tax paid by businesses with the 02657 zip code. This will help to give an idea on how sales are going in town.

The meeting was adjourned at 12:22.