

**TOWN OF PROVINCETOWN  
VISITOR SERVICES BOARD**

TUESDAY, OCTOBER 25, 2005

JUDGE WELSH MEETING ROOM

Chairman Lynne Davies convened the meeting at 10:02 AM noting the following attendees:

- VSB members: Lynne Davies, Chairman, Peter Bez [arrived at 11:47 AM]; Kathleen Fitzgerald; Laurel Guadagno; Michael Peregou; Mick Rudd; Hersh Schwartz

- Other attendees: Bill Schneider, Administrative Tourism Director; Michelle Jarusiewicz, Acting Assistant Town Manager and Grant Administrator; Candace Collins-Boden, Executive Director, Chamber of Commerce; Chuck Anzalone, Graphic Designer; Steve Tait, President, PBG

Recorder: Cynthia Curran

The following are meeting minutes, in brief:

GRAPHIC DESIGN

- Chuck Anzalone had been asked to come and present his ideas concerning the VSB's advertisements. Mr. Anzalone said that in regard to advertising in *411 Magazine*, he suggests not advertising now. He suggests using the money saved to advertise weekly instead of biweekly in the spring. He thought that *Art News* would be a good place to advertise and passed around a copy. Mr. Anzalone said that readers of *Out Traveler* rated Provincetown as the number one gay resort. He said that it would be a good publication in which to advertise in the spring. Lynne Davies said that the PBG was placing an ad there. She also suggested using a reference to the survey in the VSB's ads (such as "Voted #1 Gay Resort by *Out Traveler* readers"). Mick Rudd suggested writing to the magazine and asking for more information about the survey.

Mr. Anzalone said that there was an article in *Innewsweekly* regarding the VSB and branding. The writer proposed a slogan contest. Mr. Anzalone suggested contacting the writer and explaining to him the VSB's ideas about branding.

Mr. Anzalone asked for feedback regarding the general design for the ads. He has been doing ads featuring multiple photos of Provincetown and has tried to keep a unified look. He wanted to know if he should stay with that general design. Lynne Davies said that she thought he should not make any changes until after the "branding" process has been finished. At that time there may be changes, but it was not a good idea to change it now and then possibly change it again. Other board members agreed.

Ms. Davies said that she would like to make use of tile ads on web sites. Mr. Anzalone thought that it was a good idea, but said that they are expensive. He said that he will look into where we might advertise and the cost. Ms. Davies said that at the Montreal trade show other companies had approached them about having reciprocal ads on the web sites. She said that maybe the Cape Cod Chamber of Commerce and the VSB could do this. Mr. Anzalone said that ads on Google were a possibility. He asked how much money was available. Ms. Davies didn't know, but said there was money.

Bill Schneider said that a recent issue of *411 Magazine* ran the wrong ad. The magazine offered a make-up ad, but that isn't really needed. They also offered a quarter page ad in *Genre*. The Board decided that they would like request a quarter page ad in March.

The contract for *Concierge* is up for renewal. The Board agreed on the renewal and discussed what kind of ad should be used. In the past the ad focused on the Arts. Mr. Anzalone said that a variety of ads may be needed, possibly reflecting the seasons. He will put something together.

- **MOTION**: Move to approve the renewal of the *Concierge* contract for four insertions at the cost of \$6,000.00 for the

year.

- **Motion by: Mick Rudd Seconded by: Kathleen Fitzgerald Yea 6 Nay 0**

#### APPROVAL OF MINUTES

- **MOTION:** Move to approve the minutes of the September 20, 2005 VSB evening public hearing with minor correction.

- **Motion by: Michael Peregon Seconded by: Hersh Schwartz Yea 5 Nay 0 Abstain 1 (MR)**

- **MOTION:** Move to approve the minutes of the September 27, 2005 VSB meeting as written.

- **Motion by: Laurel Guadazno Seconded by: Hersh Schwartz Yea 4 Nay 0 Abstain 2 (MP, MR)**

The approval of the minutes of October 3, 2005 was delayed until the arrival of Peter Bez.

#### TOURISM DIRECTOR'S REPORT

Bill Schneider said that he had posted the ad for the Administrative Assistant position with the Town Clerk and it will run in the Banner for two weeks.

Regarding the permanent display of the Lipton Cup, Mr. Schneider has obtained a quote from Adam Levinson for building a display case. The Library Director has chosen a place for the case, subject to approval by the BOS. Mr. Schneider asked for funding to build the case, have the cup cleaned and appraised, install a security system (the Library would be responsible for the yearly fee) and hold a town-wide celebration. Laurel Guadazno said that the Library does not have a security system, but does have paintings from the Town's art collection, so this would be an added benefit.

[Peter Bez arrived at 11:47 AM]

The Board felt that the project would be beneficial for the Town as well as visitors. Many visitors have expressed an interest in seeing the cup, but it has been displayed only on rare occasions. Lynne Davies asked if the funding had to be approved by the BOS. Mr. Schneider said that they did not have to approve the funding, but had to approve moving the cup to the library. Mick Rudd said that the Library Board met last night and is very excited about the project. Lynne Davies said the funding would come out of leftover funds in the Municipal account.

- **MOTION:** Move to approve the funding of the Lipton Cup project, including the purchase of a display case, the installation of a security system to protect it, the cleaning and appraisal of the cup, holding a celebration for the new display and related expenses, not to exceed \$5,000.00.

- **Motion by: Laurel Guadazno Seconded by: Peter Bez Yea 6 Nay 0 Abstain 1 (MR)**

Bill Schneider will present the proposal to the BOS on November 14<sup>th</sup>. There will be further discussion about planning the town-wide event.

#### TOUR GUIDE APPRECIATION DAY

- Bill Schneider said he had received several nominations for the awards to be given out at the ceremony. The Board decided to let Mr. Schneider choose the winners. Mr. Schneider thought that there should be a trivia contest about Provincetown for the attendees as they travel on the bus from Hyannis. He presented several questions and asked that each Board member give him a question by the end of the day. Mr. Schneider said that the luncheon was from 12:30 to 2:00 and all Board members were invited to attend.

Mr. Schneider said there is a one-day conference in Boston called "Tourism Massachusetts Global Forum and Marketplace" which he thought he should attend. The Board agreed.

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**MOTION:** Move to approve up to \$325.00 for Tourism Director Bill Schneider to attend “Tourism Massachusetts Global Forum and Marketplace” on November 30, 2005 in Boston.

**Motion by: Laurel Guadagno Seconded by: Peter Bez Yea 7 Nay 0**

On an unrelated subject, Peter Bez said that he had checked with the Commonwealth concerning his being present on the Board when there were discussions with Mr. Anzalone. He was told that as a co-worker of Mr. Anzalone’s, he could be present except when the discussion concerned performance review or funding.

The Board also decided to approve the minutes of October 3, 2005 at this time.

**MOTION:** Move to approve the minutes of the October 3, 2005 VSB meeting as written.

**Motion by: Peter Bez Seconded by: Hersh Schwartz Yea 4 Nay 0 Abstain 3 (MP, LG, KF)**

#### SHOPPING BAGS

Bill Schneider presented the sample shopping bag. He said the cost for each bag would be 74 cents when ordering 5,000. An order of 5,000 bags would last at least a year.

**MOTION:** Move to approve up to \$4,000.00 from the FY06 Marketing funds for the purchase of 5,000 shopping bags to be distributed at trade shows.

**Motion by: Peter Bez Seconded by: Hersh Schwartz Yea 7 Nay 0**

#### TRADE SHOW BOOTH UPDATE

One of the samples of the trade show booth had arrived, and Mr. Schneider had set it up. He discussed the relative merits of this display versus the display from the other company approached. Although the sample seen was less expensive than the other, it was heavier and harder to ship. The other company’s product could be taken on a plane. Mr. Schneider said that he thought the board should see the other display before deciding, but was leaning towards that company. The Board decided to wait to see the other sample.

#### PUBLIC RELATIONS FIRMS

Mr. Schneider said he has had two firms respond to the RFP. Lynne Davies wondered if an ad should be placed in the Cape Cod Times to get as many applicants as possible. Michelle Jarusiewicz said it was not usually done, but could be. Mr. Schneider said he would approach PRNewswire and ask them to help get the word out.

#### STOREFRONT INITIATIVE UPDATE

Mr. Schneider had contacted the public schools who wanted to participate, but said that they would need to get the artwork back. Ms. Davies said that there could be no guarantee that the artwork would be returned. Ms. Schwartz said that it should be thought of as a fun project. She thought that the windows should be measured to see what size pictures would be needed. Ms. Davies thought that there could be just one size. The theme will be Provincetown Heritage.

#### HOLIDAY LIGHTING PROJECT UPDATE

Bill Schneider contacted the vendor and said that the Town did not want to continue with the other stages of the project. Mr. Schneider has been looking into getting quotes from the florists for banners and other decorations. Downtown Decorations would pay for these to make up for not putting the lights on the tower. Downtown Decorations expressed concern about the snowflake decorations, because they were very expensive. Mr. Schneider thinks they can possibly be sold. The lights that were put up were supposed to be permanent and re-useable every year. Because they were not well attached, some of them are loose and some of the bulbs broken. The Board would still like to have these

fixed so that they can be used.

## PROPOSED GUIDELINES – FY07 GRANT PROGRAM

Lynne Davies said she has been talking to others who give grants, about their applications. She said that compared to some, the VSB has been asking for minimal information. She said that because the VSB is giving out public money, they must be sure that they are following the best practices. Ms. Davies said that after each section of the application there would be a place to write a score. She hoped that the grants could be judged more objectively in this way. Peter Bez thought that they should not be judged just on these numbers. He said that they could be used to separate those projects, which would be considered from those that would not. Laurel Guadazno said that she would like to go over the application page by page. The discussion was tabled for now due to lack of time. The application must be ready for approval by the BOS on November 14<sup>th</sup>.

[Kathleen Fitzgerald left at 11:50 AM]

## PBG FUNDING REQUEST

Steve Tait, President of the PBG, came to request funding regarding the PBG survey. They have asked the company which did the survey to come and make a presentation interpreting the survey. The VSB paid for approximately fifty per cent of the survey and the PBG would like the Board to pay for half of the presentation (\$1,800). Lynne Davies said the survey was an important document for the Town. She thought that it was important to have a professional interpretation of the survey, especially since other groups are using it as well. Laurel Guadazno thought that it would be essential to have a written version of the presentation to refer to. Mr. Tait said he thought there would be a written report. Peter Bez said that he thought that it should be a condition for the VSB's funding. Mick Rudd thought that by funding the presentation, the VSB was perhaps giving even more weight to the importance of the survey than it should. He said the target audience of the survey was only part of the tourist market. Michelle Jarusiewicz said that the EDTF and the Economic Development Council are very interested in the data from the survey, but they realize that it covers just one aspect of the tourism base. Michael Peregona thought that perhaps a similar survey should be done for the general tourist. Ms. Davies said that the Chamber of Commerce has done a survey of tourists who are here and a more mainstream survey of travelers has been discussed.

**MOTION:** Move to approve the amount of \$1,800.00 from the FY05 Marketing budget to help pay for the professional presentation of the results of the PBG survey, contingent upon there also being a written report of the interpretation of the survey results.

**Motion by: Laurel Guadazno Seconded by: Mick Rudd Yea 6 Nay 0**

The presentation will be at 6:00 on November 9<sup>th</sup>.

## OTHER BUSINESS

Michelle Jarusiewicz said she is working on the draft for the new Adams grant. She said the VSB is currently an active participant in the project through existing initiatives by the VSB. Lynne Davies said that the VSB is providing support, including financial support by following through on VSB goals that happen to be in concert with some Adam Grant ideas. Monetary donations to the Adams Grant projects beyond that remain to be seen.

The meeting was adjourned at 12:20 PM