

## Visitor Services Board Minutes From December 20, 2005

Chairman Lynne Davies convened the meeting at 10:04 AM noting the following attendees:

VSB members: Lynne Davies, Chairman; Peter Bez, Vice Chairman; Laurel Guadagno; Kathleen Fitzgerald; Michael Peregon; Mick Rudd; and Hersh Schwartz.

Other attendees: Bill Schneider, Administrative Tourism Director.

Recorder: David Gardner.

### **APPROVAL OF MINUTES**

**MOTION:** Move to approve the minutes of the December 13, 2005 VSB meeting as amended.

**Motion by:** Peter Bez; **Seconded by:** Michael Peregon **Yea 6 Nay 0 Abstain 1 (HS)**

### **DIRECTOR'S REPORT**

- Bill Schneider gave an update from the July 4<sup>th</sup> Fireworks Committee meeting.
- Focus Communication will sign the contract as the Town PR's Firm once the Town Manager approves the contract language.
- Press release regarding the Grant Application process and the 2006 Calendar of Events is currently being reviewed by the Town Manager.
- Bill Schneider presented the Tourism Office Press Kit Fact Sheet.
- Trade booth proofs were passed out for comments.
- Bay Windows advertising contract dispute. Accept compromise with additional effort to get an advertorial story on Provincetown to occur sometime in the spring.
- 2006 Schedule of meetings was approved.
- Boston Gay Wedding Expo, Sunday April 30, 2006 presented by the Rainbow Wedding Network. Same Sex Wedding Guide to Provincetown should be created.

**MOTION:** Move to authorize money from *FY05 Marketing budget* not to exceed \$400.00 to attend the Boston Gay Wedding Expo.

**Motion by:** Peter Bez; **Seconded by:** Kathleen Fitzgerald; Yea: 7, Nay: 0, Abstain: 0

### **BUDGET REVIEW**

Lynne Davies presented actual VSB Budget totals for FY2005 and FY2006.

### **STRATEGIC ECONOMIC CULTURAL PLAN**

Lynne Davies presented a copy of the Strategic Economic Cultural Plan of December 5, 2005, which was presented to the EDC at their December 7, 2005 meeting. The recommendation of the Report was to implement the Destination Marketing Organization option. VSB should reach out to the Chamber, PBG, etc. al... to get their recommendations and support before presenting to the EDC and the BOS. The EDC has invited the public to attend a meeting on January 31, 2006 at 6PM at the Fine Arts Work Center where a formal presentation of the Strategic Economic Cultural Plan will be presented to the Board of Selectmen and members of the Board of Directors of both the Provincetown Business Guild and Provincetown Chamber of Commerce.

The greatest issue of concern is how the control and accountability of the Tourism Fund will be handled. A combined marketing budget could provide the benefits of economy of scale and greater control over the budget.

EDC Sub-Task Force representatives from the VSB will include Lynne Davies, Mick Rudd, and Peter Bez.

The meeting was adjourned at 12:22 PM.