

VISITOR SERVICES BOARD

Town of Provincetown Visitors Service Board Meeting Minutes from August 8, 2008 10:30am Judge Welsh Hearing Room

Members present: Kathleen Fitzgerald; Rita “Hersh” Schwartz; Mick Rudd; and Michael Peregon

Members absent: Rob Tosner and Michelle Haynes, both excused; Laurel Guadazno resigned

Staff: Lisa Bowden, Tourism Director; Jackie Kelly, Administrative Assistant Tourism Office

Meeting was called to order at: 10:34

Agenda:

1. Public Statements: none

2. Tourism Director’s Report

Public Relations Firm Transition

The contract for Marlo Marketing/Communications goes before the Board of Selectmen at their August 25, 2008 meeting. The proposed starting date for their contract is September 1, 2008. The current contract with Focus Communications will end as of Friday, August 29, 2008. During August, the Tourism Director will work with FOCUS to identify the transition items. The time sensitive items will be handled through the Tourism Office and ongoing transition items will be discussed with Marlo at the start of their contract.

General discussion about logistics and preparation for the BOS meeting on August 25th

Media Planning FY 2010 Five- Year Plan

The Tourism Director met with the Executive Directors of the Provincetown Business Guild and the Provincetown Chamber of Commerce to discuss media planning and our target markets. Specific recommendations were made for the Fall 2008 marketing campaign as well as the advertising for FY 2010 Five-Year Plan. The Tourism Director proposes to have a discussion regarding the media plan as an agenda item for the August 22nd meeting.

The Tourism Director also met with Town Administrative staff, the VSB Chair and Vice Chair to discuss the FY 2010 Five- Year Plan. The group discussed completing the plan once the room tax receipts (for May, June and July 2008) are reported at the end of September. The Tourism Director will advise the VSB of the date for the presentation of the Five-Year Plan for FY 2010.

General discussion about carryover funding.

Advertising – Group Tour Media Contract

As approved by the VSB in the FY 2009 Five-Year Plan, there are three contracts with Group Tour Media. These publications are on a deadline for later this month, for publication during the 2009 season. Our contracts include: a ½ page ad in Discover New England, a publication to the international group tour market, in the amount of \$4,259.35 (\$113.35 above the budgeted amount of \$4,146); a ½ page ad in Group Tour Magazine, a publication for the group tour market, in the amount of \$10,931.00 (\$431.00 above the budgeted amount of \$10,500). Additionally, there is a third contract with a Provincetown listing and video gallery page on GroupTourMedia.com – this free listing has a contractual value of \$6,000.

Motion: Move to approve contracts with Group Tour Media: a ½ page ad in Discover New England, a publication to the international group tour market, in the amount of \$4,259.35; a ½ page ad in Group Tour Magazine, a publication for the group tour market, in the amount of \$10,931.00; and a third contract with GroupTourMedia.com at \$0 zero cost.

Motion: Mick Rudd Seconded: Kathleen Fitzgerald Vote 4-0-0

Bike Racks

As part of the Municipal portion of the FY2010 Five-Year Plan, installation of new bike racks are being considered. As such, the Tourism Director met with board member Michael Peregon to discuss the need for bike racks around town; the type and number of bike racks; the associated costs for the racks and to review potential locations for the racks. Michael has completed a considerable amount of research into the bike rack project. Subsequently, the Town Manager was approached by members of the community with their thoughts and research about the bike racks. A meeting is scheduled for next Tuesday to continue these discussions. The Tourism Director will utilize this information in the five-year plan and advise the VSB accordingly.

Discussion: There will be an informational meeting at 1:00 on Aug 12 regarding bike racks. Mick reminded the board that the library has a critical issue with bike racks, Lisa suggested that we have an official meeting at a later date which will include the library issues. Mike will work on a list of existing bike rack locations. He would like to see citizens motivated to put bike racks on private property.

Trade show registrations

In the past, the Tourism Office has attended both the GLBT Expo and the American Bus Association Marketplace (ABA). These trade shows provide Provincetown with significant access to our target markets – the GLBT traveler and the motorcoach/group tour industry. Later this year, ABA will be making an announcement that will have a positive impact on tourism in Provincetown.

Registration is now open for the GLBT Expo March 21- 22 in New York City at the Jacob Javits Center. Provincetown has previously been a Pearl Sponsor at this show

Motion: Move that the VSB approve registration as a Pearl Sponsor in GLBT Expo for Mar 21-22, in 2009, for the amount of \$5,750; and additionally move that the VSB approve an annual membership to the American Bus Association for 2009 and a DMO registration fee for ABA marketplace for January 7-14 in Charlotte NC 2009, for a combined cost not to exceed \$2000.

Motion: Mick Rudd

Seconded: Hersh Schwartz

Vote: 4-0-0

Visitor Services Board - Vacancy

Effective immediately, board member Laurel Guadagno has resigned her position on the board. As the Arts Community Representative, nominations will come from the member organizations of the Arts Community. The Board of Selectmen will fill her position, ending June 30, 2010 with a representative from the arts community as per the Board of Selectmen's Policy Statement 2004-12-13. We wish to thank Laurel for all her hard work, dedication and commitment to Tourism in Provincetown!

Discussion by the Board about thanking Laurel for all her hard work and dedication to the Town. Laurel was working on the walking trail and Michael would like someone in the group to take it on.

3. Website RFP

The Town rejected the website update sub-contract proposal in the amount of \$5,000 from the Graphics Group because it did not conform to their contract or with procurement regulations. Therefore, an RFP was developed by Town staff and the MIS Director, in order to meet the needs of replacing the current Provincetown Tourism website www.provincetowntourismoffice.com. The RFP for the website development and design is included in the board's package for review. The board should consider restricting the RFP to a specific amount or leaving it open ended for the lowest bidder. **Staff recommends a motion to restrict the RFP to \$10,000 in order to review the quality of proposals rather than the lowest bidder.**

Motion: Move that the RFP be advertised in an amount not to exceed a contract amount of \$10,000.

Motion: Michael Peregon Seconded: Mick Rudd Vote: 4-0-0

A discussion followed concerning launch date for the new website. It is decided that it must be ready for review by the VSB and the Tourism Office by December 15, and ready to go online by January 15, 2009.

Motion: Move that the VSB submit an RFP for website and design with September 18 as the due date. Also state a date of December 15 for board review and January 15 for launch date.

Motion: Michael Peregon Seconded: Mick Rudd Vote 4-0-0

A short discussion followed about Family Week - it was agreed that a more comprehensive dialogue would take place at a later date. It was noted that several businesses in town were registering negative comments about the financial impact of Family Week, and also that some businesses had a very good experience (including Hersheldon's Leather).

4. Approval of Minutes

Motion: Move to approve the minutes of the July 11, 2008 meeting of the VSB.

Motion: Mick Rudd Seconded Hersh Schwartz Vote: 4-0-0

5. New Business

The Town is considering a new work week comprised of four 10 hour days. This would affect meeting schedules, but for the moment the next meetings are set for Friday, September 5 and Sept 19.

6. Old Business - None

The meeting adjourned at 12:15 pm.

Respectfully submitted,

Jackie Kelly

Approved by _____ on _____ 2008

Kathleen Fitzgerald, Vice Chair