

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
March 31, 2010 at 3:00 pm
Tourism Office 330 Commercial Street**

Members present: Kathleen Fitzgerald, Vice Chair; Hersh Schwartz; Michelle Haynes Mick Rudd

Members absent: Rob Tosner, Chair; Michael Peregon; James Bakker; all excused

Staff: Bob Sanborn, Tourism Director; Jackie Kelly, Administrative Assistant – Tourism Office;

Others: David Gardner, Assistant Town Manager; Austin Knight; Candy Collins-Boden; Nick Robertson; Rick Murray; Tom Coen;

Meeting was called to order at 3:02 pm

1. Public Statements

Nick Robertson reported the PBG's positions on the following articles which will be on the Warrant for the upcoming Town Meeting:

STM #7---not in favor 5-0-0

STM #8---not in favor 5-0-0

STM #9---no vote

STM #10---no vote

STM #11---if it comes to floor, will not recommend 5-0-0

STM #12---recommended 5-0-0

STM #16---recommended 5-0-0

ATM #13---recommended 5-0-0

ATM #15---recommended 5-0-0

ATM #16---recommended 5-0-0

ATM #21---reserved vote

Rick Murray, speaking about the GLBT Expo in New York City, said it was a good show, that about 20,000 people attended and congratulated Bob, Nick and the other coordinators/volunteers.

2. Tourism Director's report

IGLTA:

- Annual membership to International Gay Lesbian Travel Association is due for \$250.

Motion: Move to approve annual membership to IGLTA for \$250.

Motion: Hersh Schwartz Second: Kathleen Fitzgerald 4-0-0

Boston Concierge Annual Meeting:

- Bob is planning to go to the Boston Concierge Meeting on April 13th to give them the heads-up on Provincetown events this summer.
- Coincidentally they are also having their Annual Meeting on April 26th. Patti Lloyd from the Cape Cod Chamber has offered to share her table with Provincetown for \$50. Bob believes this is a nominal cost to get in front of a group of "ambassadors" to Provincetown.

Motion: Move to approve \$50 for table at Boston Concierge Annual Meeting, and travel to Boston.

Motion: Mick Rudd Second: Hersh Schwartz 4-0-0

- Since the above is approved, we need to change the date we meet with the BOS to get approval for FY2011 Tourism Grants to May 3rd.
- The Banner has offered us a good deal in the form of an anchor ad, at \$50 per block (total for both of the two weeks preceding Restaurant Week). Bob stated that the Banner has been good to us in free editorials, and thinks that these ads will attract second home owners, so is recommending the ads. It would highlight the Monumental Yard Sale and Single Women's Weekend. Also, Bob recommends placing the 2010 Schedule of Events in the Banner's Annual Summer Guide. It runs \$600 for a full page ad, plus they will throw in another full page.

Motion: Move to approve \$300 (\$150 per insertion) to place two insertions of 3 blocks each in the Provincetown Banner, and to approve \$600 for two pages in the Banner's Annual Summer Guide.

Motion: Michelle Haynes Second: Mick Rudd 4-0-0

more

- Bob also mentioned that the 2010 Schedule of Events will be an insert in the annual tax bills. Let the record show that the VSB is grateful to be able to include the Calendar of Events in the Town's mailing of the tax bills. Mick Rudd thinks this mailing is an especially good way to appeal to second-home-owners to come and enjoy the Town at this time of the year.

3. Articles on Warrant for 2010 Town Meeting: There was some discussion of whether to take a re-vote on the board's position on the warrant (the original votes were VSB voted to support the meals tax and the room tax at votes of 3-2-0). However, the group decided that a re-vote was not appropriate. Given that Rob Tosner, Chair, will be out of town for Annual Town Meeting, Kathleen Fitzgerald will present the VSB's positions.

5 Approval of Minutes

6. Old Business

7 New Business

Move to adjourn: Kathleen Fitzgerald

Second: Michelle Haynes

Meeting was adjourned at 3:41

Respectfully submitted,

Jackie Kelly