

**Town of Provincetown  
Visitors' Service Board  
Meeting Minutes from  
July 21, 2010 3:00 pm  
Tourism Office 330 Commercial Street**

**Members present: Michael Peregón , Vice Chair; Hersh Schwartz; James Bakker ; Michelle Haynes; Mick Rudd**

**Members absent: Rob Tosner, Chair, & Kathleen Fitzgerald(both excused)**

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

**Others: Nick Robertson**

Meeting was called to order at 3:08 pm

**1. Public Statements: None**

**2. Tourism Director's report**

- There were 750 officially registered Bears here for Bear Week, but record numbers of attendees (up to 10,000 by some accounts). The Bear Week that is normally held in Guerneville, California was cancelled for this year, and some of those who would have traveled there came to Provincetown instead. Many said that though Provincetown was new to them, it would be in their plans to return.
- The season seems to be off to a good start. Weather has been excellent, and many guest houses are reporting that it's a good season. Retail appears to be mixed. Some retailers are reporting they are ahead of last year, and others are down. reports of business trends for this year.
- The Committee 400, responsible for planning the 400<sup>th</sup> year anniversary of the landing of the Pilgrims in 2020, met with Jim Bakker, Candy Collins-Boden, Sharon Lynn and Bob Sanborn in Provincetown last week. Both sides reiterated that they want to work together to plan the celebration in 2020.

**VSB Administration:**

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placed on a waiting list for a booth at a cost of \$1,800, should one open up.

**Recommended motion: Move to approve \$1,800 for AAA show.** After some discussion, this motion was table so that Bob could obtain more demographic information. Mick Rudd thinks PowWow is a good venue for us because of the number of travel agents, and recommends that we do it.

#### **4 Approval of Minutes for July 07, 2010**

**Motion: Hersh Schwartz**

**Second: Mick Rudd**

**5-0-0**

#### **5. Old Business**

**Motion: Move to authorize the Tourism Director to spend an amount not to exceed \$1,000 to work with DPW to develop signage directing traffic to all Town parking lots.**

**Motion: Mick Rudd**

**Second: Michelle Haynes 4-1-0**

#### **6. New Business**

- There was a discussion about the great number of cigarette butts that collect in the dirt under the bench which surrounds the tree in front of the Tourism Office, and about trash in that area in general.
- Michelle Haynes commented that many of the photos posted on the Tourism site are old (and therefore don't necessarily reflect the current lives of some of the subjects), most are not candid shots, and that we still need dynamic shots for the background display that we use at trade shows.
- People were reminded about the gala celebration planned for August 5, for the Pilgrim Monument's Centennial.

**Motion to adjourn meeting**

**Motion: Michael Peregón**

**Second Jim Bakker**

**5-0-0**

**Meeting was adjourned at 4:20**

Respectfully submitted,

Jackie Kelly