

**Town of Provincetown
Visitor Services Board
Meeting Minutes from
August 25, 2010 at 3:00 pm
Tourism Office 330 Commercial Street**

Members present: Rob Tosner, Chair; Michael Peregon, Vice Chair; Hersh Schwartz; James Bakker; Kathleen Fitzgerald; Michelle Haynes

Absent: Mick Rudd

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

Others: Candace Nagle; Susan Leonard; Don Murphy; Candy Collins-Boden

Meeting was called to order at 3:00 pm

1. Public Statements—

Provincetown Portuguese Festival “post-mortem”—Susan Leonard and Don Murphy gave a recap of the very successful 2010 Provincetown Portuguese Festival, and stated that it was the best one yet. The good weather and varied schedule resulted in several sold-out events. They concluded that the formula is working, and will continue the format in the future.

2. Pet Emergency Shelter—Candace Nagle is asking for a letter from the VSB to the School Committee in support of establishing one of the emergency centers (Veterans’ Memorial School) to accommodate people and their pets. The BoS, the COA and the CoC have all given their unanimous support. Studies have shown that in disaster situations many people refuse to take shelter if it means abandoning their companion animals, and that rescue workers are often put in dangerous situations to rescue those who are left unattended. Candace and Carol MacDonald recently attended a conference for pet shelter management. The VMS will be a resource not only for Town people, but for the increasing numbers of people who travel and stay here with their pets. They plan to purchase & store non-perishable supplies needed to equip such a shelter (crates, blankets, litter etc) and reminded the VSB that FEMA funds might be denied to us if we failed to provide pet shelter, which is now a federal mandate.
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Travel Trade Shows:

- GLBT Expo. Pearl sponsorship for the GLBT expo in NYC on March 19 to 20th is \$5,750 plus \$107 for electric for a total of \$5,857.

Motion: Move to approve \$5,857 for Pearl sponsorship at 2011 GLBT expo, plus travel, in compliance with Town travel policy.

Motion: Hersh Schwartz

Second: Michael Peregón

6-0-0

- While Bob believes our investment in trade shows pays off, in general he doesn't believe we get a big bang for our investment dollar at consumer trade shows, with the exception of the NYC Original Gay Expo. He thinks our money is better invested in trade shows that showcase Provincetown to travel writers (i.e. NLGJA) or to tour operations (i.e. AAA Marketplace, Discover New England, etc). Therefore, this year he is not planning to recommend attendance at the Los Angeles or Washington DC Travel Shows because of cost (Approx \$9,000) and limited return on investment. He has been working with MOTT and the Cape Cod Chamber to determine where we may get a better return on our trade show dollar, and both agree that we should consider attending the IGLTA international trade show and POW WOW, both of which focus efforts on destination marketing to international markets. Therefore, he'll be recommending these two shows later on. However, one consumer trade show that both MOTT and the Cape Cod Chamber recommended considering is the New England AAA Marketplace 2011, which is at Gillette Stadium in Foxborough, MA on March 4 to 6. It traditionally sells out, and is sold out for next year, unless those that reserved space don't pay by 9/1. We can be placed on a waiting list for a booth at a cost of \$1,800, should one open up.

Motion: Move to approve \$1,800 for AAA Marketplace 2011, plus travel, in compliance with Town travel policy, if a space becomes available.

Motion: Rob Tosner

Second: Jim Bakker

6-0-0

Provincetown Tote Bags:

Motion: Move to approve \$12,360 plus shipping for 12,000 Tote bags.

Motion: Rob Tosner

Second: Michael Peregón

6-0-0

VSB Administration:

- Tour Guide Appreciation Day: We received two responses for our solicitation to host the Tour Guide Appreciation luncheon. One was from Fanizzis and one was from the Lobster Pot. Fanizzi's offered a 3 course luncheon with tax, tip and soft drinks for \$15, and the Lobster Pot offered \$10 for the same.

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Motion: Move to approve the bid from Lobster Pot for Tour Guide Appreciation luncheon.

Motion: Michelle Haynes Second: Kathleen Fitzgerald 6-0-0

- 5. Tourism Marketing Plan:** The VSB asked Bob to table the presentation of the Marketing Plan until the next meeting.

Kathleen Fitzgerald left the meeting.

- 6. Bike Racks:** Move to approve up to \$2,400 from previously allocated municipal funds to install new bike racks.

Motion: Michael Peregon Second: Michelle Haynes 5-0-0

- 7. Approval of Minutes of August 25, 2010**

Motion: Jim Bakker Second: Michael Peregon 5-0-0

- 8. Old Business**

- **Hersh Schwartz reported on her efforts to photograph and reproduce school kids' art work for the Art in Windows project.**
- **Jim Bakker noted that the festivities for the Monument Centennial were "great" and enjoyed by all.**

- 9. New Business**

- **Michelle Haynes said that a photographer, Peter W Brown, will be here early September, and has offered to do some work to promote Provincetown.**

Motion to adjourn at 4:55 pm

Motion: Jim Bakker Second: Rob Tosner 5-0-0

Respectfully submitted,

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Jackie Kelly