

**Town of Provincetown  
Visitors' Service Board  
Meeting Minutes from  
September 22, 2010 3:00 pm  
Tourism Office 330 Commercial Street**

**Members present: Rob Tosner, Chair; Michael Peregón , Vice Chair; Hersh Schwartz; James Bakker ; Kathleen Fitzgerald;**

**Members absent: Michelle Haynes ; Mick Rudd , both excused**

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

**Others: Judy Cicero, Nick Robertson**

Meeting was called to order at 3:00pm

**1. Public Statements**

Judy Cicero spoke about her efforts to see that the newly renovated Town Hall auditorium has comfortable and attractive seating.

**Motion: Move to write a letter to the BoS in support of the fundraising efforts of new seating for Town Hall Auditorium by establishing a gift fund specifically for the purchase of chairs or by utilizing an existing gift fund for this purpose.**

**Motion: Michael Peregón                      Second: Rob Tosner                      5-0-0**

Nick Robertson reported that after many years on the PBG Board, Steve Melamed will not be running again, as he has for many years in the past.

**Motion: Move to approve up to \$250 for a commemorative plaque to acknowledge Steve Melamed's many years of service to the Town.**

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**Motion: Rob Tosner**

**Second: Hersh Schwartz**

**5-0-0**

## 2. Tourism Director Report

### Approval of Media Placements:

- Boston Globe: The Boston Globe is devoting its entire Sunday Travel Section on 10/10 to gay travel. This would be a good opportunity to advertise. A 1/8 page ad would run \$3,685.

**Motion: Move to approve \$3,685 for a full color 1/8 page ad in Boston Globe.**

**Motion: Michael Peregón**

**Second: Kathleen Fitzgerald 3-2-0**

- New England Travel: New England Travel is putting together its 2011 issue and is offering early birds the same deal of \$4,265 for 2/3 page ad. This has an excellent shelf life and lasts all season.

**Motion: Move to approve \$4,265 for 2/3 page ad in 2011 New England Travel.**

**Motion: Jim Bakker**

**Second: Rob Tosner**

**5-0-0**

- New England Gala is holding its upcoming dinner in Boston and this could be a great opportunity to take a print ad out in their program for a core demographic.

**Motion: Move to place a \$500 half page ad in the upcoming New England Gala program.**

**Motion: Rob Tosner**

**Second: Hersh Schwartz 5-0-0**

### VSB Administration:

- Restaurant Week/Weekend: Need to identify dates for 2011 Resto week/weekend for calendar. Bob recommends the same time period for the May event next year, which is built around the Monumental Yard Sale (weekend before Memorial Day). However, he recommends a change for the Fall Weekend to move it into October around Columbus Day, when we have the Annual Sidewalk Sales and when more restaurants are open. The VSB recommended the Fall event take place the last weekend in September, but left the final decision to the Tourism Director.
- Affiliations: Annual membership to American Bus Association is due at \$475.

**Motion: Move to approve \$475 for annual ABA membership.**

**Motion: Rob Tosner**

**Second: Hersh Schwartz**

**5-0-0**

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