

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
June 20, 2012-- 3:00 pm
Tourism Office 330 Commercial Street**

Members present: Mick Rudd, Chair; Jim Bakker, Vice Chair; Hersh Schwartz; Lynn Mogell; Marian Peck; Michael Peregon; Rick Murray

Members absent: None

Meeting was called to order at 3 pm

Staff: Bob Sanborn; Radu Luca; Jackie Kelly

Others: Candy Colins-Boden; Puck Markham; Todd Wagar; Lynette Molnar

Agenda:

1. Interview select respondents to Request for Proposals for Public Relations Firm, Graphic Designer and Photographer
 - The following respondents to the Request for Proposals for public relations services, graphic design services and photography services appeared before the VSB for questioning:

Proverb, graphic design services
Marmillion & Company, public relations services
2. Public Statements—Five minutes maximum. Board members are not obligated to respond to Public Statements
 - Candy noted that the Chamber raised almost \$900 for the Fire Works gift fund at their meeting last evening, and has offered to contribute the \$1577.46 remaining in their co-op grant, as well, but needs VSB approval.

Motion: Move to approve remaining \$1577.46 from the Chamber of Commerce co-op grant as a contribution to the Fireworks Gift Fund.

Motion: Rick Murray

Second: Hersh Schwartz 7-0-

0

- Puck Markham requested marketing funds for Camp Lightbulb, an event in August. He believes the event will result in incremental tourists coming to town. Specifically, he requested \$1,250 to market the event in USA Today.

Motion: Move to approve \$1,250 for Camp Lightbulb from the marketing budget to promote Provincetown and its event.

Motion: Rick Murray

Second: Marian Peck 7-0-0

Above motion was modified as follows:

Motion: Move to modify aforementioned motion to appropriate \$1250 for Camp Lightbulb from the marketing budget to promote Provincetown and its event, with the condition that Puck secure proper and adequate insurance for the event in order to get reimbursement.

Motion: Mike Peregou

Second: Lynn Mogell 7-0-0

Todd Wagar, Camp Lightbulb's treasurer, assured the board that insurance will be in place.

- Lynette Molnar advocated the importance of promoting Provincetown to women. She has lined up coverage for GirlSplash with Go Magazine. She made 2 requests: to pay up to \$1,200 to bring a travel writer to Provincetown to provide editorial material for Go Magazine (\$1200), and to request \$12,000 in marketing funds to promote Provincetown as a destination for women.

Motion: Move to approve \$1,200 from the marketing budget for travel expenses for a travel writer.

Motion: Lynn Mogell

Second: Jim Bakker

6-0-1 (Rick Murray)

Motion: Move to approve \$12,000 in marketing funds for Lynette Molnar to promote Provincetown as a destination for women.

Motion: Mick Rudd
Bakker & Mike Peregou)

Second: Lynn Mogell 4-1-2 (Jim

3. Tourism Director's report

- A. Approval of media placements, brochures, trade shows—Tourism Director recommends media placements, brochures and other collateral to promote and market Provincetown as a tourism destination, or town representation in trade shows. Discussion dependent. Votes may be taken.
- None presented
- B. VSB Administration- Tourism Director update and follow-up to VSB on various administrative matters. Discussion dependent. Votes may be taken.
- We currently have a placeholder on the 6/25 BOS Agenda to present recommendations for PR Firm, Graphic Design Firm, and Photographer. Is this date still good? Need to know who will be attending. The Board asked bob to postpone meeting with the BOS until July 9, 2012.
 - Jackie Kelly announced her resignation, effective July 20, 2012. She has considered it an honor to work for the Town, and has thoroughly enjoyed working in this office, and with this board. Radu's hours will increase to 40 per week.
- C. Social media update by Radu Luca. Discussion dependent. Votes may be taken.
- Radu provided an update on various social media metrics and activity.

Motion: Move that we have a special meeting on June 27 with board recommendations for Public Relations and Graphic Design firms as the only agenda item.

**Motion: Mike Peregon
0-0**

Second: Rick Murray 7-

4. VSB Recommendation to BOS for Public Relations Firm, Graphic Designer and Photographer. Discussion dependent. Votes may be taken.
 5. Board Members' Statements- Comments from Board members. Discussion dependent. Votes may be taken
- None

Approval of Minutes: None

Meeting was adjourned at 5:51pm

Respectfully submitted,

Jackie Kelly