

Town of Provincetown

Visitors' Service Board

Meeting Minutes from

June 06, 2012-- 3:04 pm

Tourism Office 330 Commercial Street

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

Members absent: None

Meeting was called to order at 3 pm

Staff: Bob Sanborn; Radu Luca; Jackie Kelly

Others: Puck Markham & Erin Atwood

1. Public Statements—Five minutes maximum. Board members are not obligated to respond to Public Statements.

- **Puck Markham**—Puck presented his project, Camp Lightbulb, a camp experience for LGBT teenagers, age 16-18. He envisions it as an annual event that promotes Provincetown as a destination to a new audience. The 2012 camp will be a week in length, but after regional and national advertising campaigns, will grow up to 8 weeks next summer. He is looking for marketing funds to help promote and grow this event.

2. Requests:

- A. Gallery Guide: Members of the Arts community have requested consideration of whether the Tourism Office should publish a gallery guide. Discussion dependent. Votes may be taken.
 - a. Bob stated that local journalist Laura Shabott noted that existing gallery guides come out around the 4th of July, and asked whether the VSB could do anything to provide this information earlier given the arts is a key aspect of tourism in Provincetown. Board members agreed, given that the arts is a core aspect of Provincetown, that rather than producing another earlier guide, the existing guides should be encouraged or possibly motivated to get out sooner in the season. No action was taken.

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.

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- The Board inquired whether there were any media placements they should consider given that there are some unused marketing funds available. Bob stated that he did receive one request from San Francisco Examiner for its annual Pride issue, which has circulation of approximately 100,000 copies.

Motion: Move to approve \$1,320 for a half-page ad in San Francisco Examiner.

Motion: Jim Bakker

Second: Lynn Mogell 7-0-0

B. VSB Administration- Tourism Director update and follow-up to VSB on various administrative matters. Discussion dependent. Votes may be taken.

- Note new Agenda format. Bob noted that many Town Boards needed to get more specific with Agendas in order to comply with Open Meeting Law, which is why the VSB Agenda for this meeting is more detailed. He inquired whether the Board had any suggestions.

Motion: Move that any member of the board or the public may submit an agenda item, furnished as a clear and concise statement at least one week prior to the intended VSB meeting, and, if submitted in time to be posted, will be inserted under an Agenda entitled "Requests."

Motion: Rick Murray

Second: Mike Peregón 7-0-0

- Bob stated that for the fourth year in a row the BOS approved Tourism Grants and Co-op Grants as recommended by the VSB.
- Fireworks: Bob stated that approximately \$5,000 still needs to be raised in the Fireworks Gift Fund to breakeven for this year's 4th of July fireworks.
- Bob stated that the VSB currently has a placeholder on the 6/25 BOS Agenda to present recommendations for PR Firm, Graphic Design Firm, and Photographer. Is this date still good? Will this be a joint meeting? The Board confirmed that this was still a good date at this point.
- Monday, June 11, 2012 will be posted as an open meeting, where RFPs for a Public Relations firm, a Graphic Arts firm and a Photographer will be reviewed. Tuesday, and Wednesday June 19 & 20 will be posted as an open meeting to interview select candidates identified by the Board
- The Board inquired about its involvement in identifying a successor to Bob, who has tendered his resignation.

Motion: Move to direct Tourism Director to advise Town Manager, Sharon Lynn, that the VSB would like to provide input before she selects a final candidate for the new Tourism Director.

Motion: Marian Peck

Second: Michael Peregón 7-0-0

Motion: Move to approve having only one meeting in July, on July 18.

Motion: Marian Peck

Second: Lynn Mogell 7-0-0

