

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
July 18, 2012-- 3:00 pm
Tourism Office 330 Commercial Street**

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

Mick Rudd, Chair- arrived late

Members absent: Mike Peregou, excused

Meeting was called to order at 3:00 pm by Jim Bakker

Staff: Bob Sanborn; Radu Luca; Jackie Kelly

Others: Laurence Duarte, Carlo Caramanna, Valsin Marmillion, Erin Atwood

Agenda:

1. Public Statements—Five minutes maximum. Board members are not obligated to respond to Public Statements.
 - Laurence Duarte, a French communications consultant, who has worked with cities like Nice, Monaco, Brussels, Shanghai, proposed a plan to promote Provincetown to French speaking countries such as France, Belgium, Switzerland, and Monaco through social media, her website and the blogosphere. She stated that the francophone population in Europe is around 18 million. Laurence has created a website for Provincetown in French to inform, attract people to Provincetown, through photos, videos and personal experiences. She requested \$3,500 to create a website to promote Provincetown in French, along with \$150 per month maintenance. No action was taken.
2. Requests:
None
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.
 - Best Read Guide called to see if any interest in advertising in its August issue for \$2,000 for full page. No action taken.

- The LGBT monthly “Out in Maine” reaches 125,000 people. We took a full page ad out in June. They are about to issue their mid-Summer guide, and are offering a special 20% discount to anyone who advertised in their pre-summer guide. Therefore a full page ad for \$1,000 would cost us \$800. No action taken.

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

- Bear Week and 4th of July attendance were up based on anecdotal information from business owners. Over 40 countries represented at Bear Week in Provincetown, including China
- Room & Meals tax for 4Q-FY2012 received. VSB was copied on this info. Rooms tax for FY2012 totaled \$1,635,918 and was up approximately 8% over prior year.
- End of year calendar of events are needed. Ellsworth Creative provided a quote for \$720 plus shipping for 10,000.

Motion: Move to approve \$720 plus shipping for 10,000 Calendar of Events.

Motion: Hersh Schwartz

Second: Marian Peck

5-0-0

- Annual Governor’s Conference on Tourism is on September 20, 2012. Bob thinks Provincetown should be represented by Tourism Director or member of the VSB or both.

Motion: Move to approve registration of \$99 for one person and travel to Governor’s Conference in September 2012.

Motion: Lynn Mogell

Second: Hersh Schwartz

5-0-0

- Civic Plus is charging \$375 to change to new logo on website. No action taken.
- Ceremonial key: A key aspect of tourism in Provincetown is entertainment. The caliber of entertainment this year is incredible, with the likes of Whoopi Goldberg, Linda Eder, Patti Lupone, and many more. Bob believes we have an opportunity to showcase entertainment by honoring someone who has become legendary in Provincetown. Bobby Wetherbee is about to start his 50th year of performing in Provincetown. Bob thinks we should use this occasion as an opportunity to recognize his achievement, but also to showcase that Provincetown is an entertainment destination, by presenting him with a ceremonial key to Provincetown.

Motion: Move to present ceremonial key to Provincetown to Bobby Wetherbee.

Motion: Marian Peck

Second: Hersh Schwartz

4-0-1 (Rick Murray)

Rick Murray noted for the record that he did not know about this agenda item, nor was this discussed with him prior to the meeting either.

- Next step to transition new PR/Graphics team is to have a scoping (brainstorming) meeting. A scoping meeting with the VSB, PR Firm, Graphic Designer and other interested stakeholders will be scheduled for Thursday, August 2nd from 1 to 4 pm.
- Updated on applications for the Tourism Director position: Bob stated that 12 applications were received, and eight were invited to interview with the Town Manager, Assistant Town Manager and Chair of the VSB. Of the eight, six were interviewed and three finalists will be recommended to appear before the VSB at a meeting to be scheduled on Wednesday, July 25 at 9 am.

