

**Town of Provincetown
Visitor Services Board
Meeting Minutes from August 22, 2012—3:00 pm
Tourism Office, 330 Commercial Street**



Members present: Jim Bakker- Vice Chair, Lynn Mogell, Rick Murray, Michael Peregón

Members absent: Mick Rudd – Chair (excused), Marian Peck (excused), Hersh Schwartz

Meeting was called to order at 3:07 pm by Jim Bakker

Staff: Bob Sanborn, Radu Luca

Others: Candice Collins-Boden, Eric Dray, Stephen Borkowski

Agenda:

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

Eric Dray presented a quote for re-printing the Historic Walking Tour Brochure. There have been some corrections done; a QR code was added, etc. The quote is \$6,630 for the printing of 40,000 brochures and Ewa Nogiec's fee for editing the brochure and coordinating the printing is \$663. The item was tabled until next meeting because the appropriate supporting documentation was not received in time to be put on the Agenda. While the Board is supportive, they requested that this be placed on the Agenda for September 5.

2. Requests: Discussion dependent. Votes may be taken.

A. Disability Commission is looking for funding for beach mats to make beaches handicap accessible with new beach wheel chairs (requested by Disability Commission Chair, Michael DeMarco & Staff Liaison Vernon Porter).

Bob stated that the Disability Commission acquired wheel chairs for the beach, but they don't operate on sand so beach mats need to be acquired, and they are looking for funding. There was no one present to represent the Disability Commission, therefore no action was taken.

B. Bike Committee is looking for additional bike racks (requested by Michael Peregón).

The Bike Committee is looking for funding to acquire additional bike racks to be installed in various locations on Town property. Mike Peregon requested the approval of up to \$2,000 for the acquisition of up to 7 additional bike racks, which cost approximately \$300 each. Bob stated there is unused money in the municipal line item that had been earmarked for bike racks.

Motion: Move to approve up to \$2,000 out of Municipal line item for additional bike racks to be installed on various Town locations.

Motion: Rick Murray Second: Lynn Mogell 4-0-0

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.

- Tom on Tour: Historically the VSB has taken out a two page advertorial in Tom on Tour, which is broadly distributed in Germany and the United Kingdom.

Motion: Move to table this request until next meeting.

Motion: Rick Murray Second: Lynn Mogell 4-0-0

Discussion: Mike Peregon believes there should be a strategy in place to advertise and market to the European market, which needs to be discussed with the PR Firm.

- Discover New England: Historically the VSB has taken out a half page ad in Discover New England for \$4,260.

Motion: Move to table this proposal to discuss strategy with full board and PR Firm.

Motion: Rick Murray Second: Mike Peregon 4-0-0

Discussion: There was some discussion questioning the value of this placement.

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

- AAA is holding its 2013 Travel Marketplace Conference at Gillette Stadium from March 1 to 3.

Motion: Move to approve \$1,800 plus travel for AAA 2013 Travel Marketplace.

Motion: Lynn Mogell

Second: Rick Murray

4-0-0

- 20th GLBT Expo in NYC is March 9 to 10.

Motion: Move to approve \$5,750 plus electric and travel for GLBT Expo in NYC in March 2013.

Motion: Lynn Mogell

Second: Rick Murray

4-0-0

Discussion: Mike Peregon stated that the PBG should have its annual guide available at the trade show. Rick clarified that for the past five years the PBG has had its guide ready for the NYC GLBT Expo.

- Community Marketing is holding its annual conference on gay tourism from 10/31 to 11/2 in San Francisco. This is an important conference for Tony to attend to meet many influential people in the GLBT tourism industry and to continue to promote Provincetown as a GLBT destination. Registration is \$425, which is waived due to our partnership with Community Marketing.

Motion: Move to approve travel to attend Community Marketing's 13th International Conference on Gay & Lesbian Tourism.

Motion: Mike Peregon

Second: Lynn Mogell

4-0-0

- There will be a Special Town Meeting on October 29th.
- Calendar for FY 2014 Tourism Grant Applications. The VSB needs to identify a date for the FY14 Grant Application deadline and a date for the VSB to meet to review grant applications. The VSB asked staff to review and update the application form.

Motion: Move to table the discussion for identifying the deadline for the FY14 Grant Application process until next meeting when the full board is present.

Motion: Rick Murray

Second: Lynn Mogell

4-0-0

- The National Lesbian and Gay Journalists Association will be holding its 2013 Annual Conference in Boston, which is an incredible opportunity for Provincetown, both to participate and as an excursion for attendees.

- The Town has an opportunity to apply for a grant under the MassWorks Infrastructure Program to improve water quality in the harbor by mitigating an existing point-source storm water out fall discharge directly into the Provincetown Harbor.

Motion: Move to direct staff to write letter of support for Town’s application to MassWorks for grant to mitigate storm water discharge.

Motion: Mike Peregon Second: Lynn Mogell 4-0-0

- Kudos to PBG for successful Carnival.
- Transition to new Tourism Director: Bob provided an update. The new Tourism Director will officially start on September 4, 2012. There will be a brief overlap.
- Proposal from Marmillion & Co for iPtown app. Bob presented a proposal received from Marmillion & Company regarding implementing a new interactive application that would capture user data and help to promote Provincetown electronically. The Board requested Bob to invite a rep from Marmillion & Co to be at the next meeting if possible.

Social Media Update (Radu)

- Radu provided a social media update

4. Board Members’ Statements—comments from Board members. Discussion dependent. Votes may be taken

- None

5. Approval of Minutes

Motion: Move to approve the minutes from 6.6.2012

Motion: Rick Murray Second: Lynn Mogell 4-0-0

Motion: Move to approve the minutes from 7.18.2012

Motion: Rick Murray Second: Lynn Mogell 3-0-1 (Mike Peregon abstained)

Motion: Move to approve the minutes from 7.25.2012

Motion: Rick Murray Second: Lynn Mogell 3-0-1 (Mike Peregon abstained)

Motion: Move to approve the minutes from 8.02.2012

Motion: Rick Murray **Second: Lynn Mogell** **4-0-0**
Motion: Move to adjourn.

Motion: Rick Murray **Second: Lynn Mogell** **4-0-0**

Meeting was adjourned at 4:35 pm.

Respectfully submitted,
Radu Luca