

**Town of Provincetown
Visitor Services Board
Meeting Minutes from September 18, 2012—3:00 pm
Tourism Office, 330 Commercial Street**



Members present: Mick Rudd – Chair, Jim Bakker- Vice Chair, Lynn Mogell, Michael Peregou, Marian Peck.

Members absent: Rick Murray- excused, Hersh Schwartz

Meeting was called to order at 3:00 pm by Mick Rudd

Staff: Anthony Fuccillo, Radu Luca

Others: Topher Ellsworth, David Gardner

Agenda:

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

None
 2. Requests: Discussion dependent. Votes may be taken.

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.
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- Radio: Spots on Ocean 104.7, WCOD & Cool 102 will begin on 9/28 and will run through exhaustion of \$10k approved September 5
- Cape Cod Times: Secured space Ads – 13 ads to run in the Sunday CCT beginning 9/30 through 3/24 \$11k approved September 5
- Edge Digital Magazine: The last approved ad ran September 1st for the month of September. The cost per ad is currently \$1,000 through 2012 and beginning 2013 ad cost will increase to \$1,200. Edge agreed to maintain our current agreement of \$500 per ad through the end of our fiscal year 6/30/2102.

Motion: Move to approve \$4,500 for 9 EDGE ads to run October 1, 2012 – June 1, 2013 at \$500 per ad

Motion: Mike Peregou

Second: Marian Peck

5-0-0

Discussion: Lynn wanted to know how long we had been advertising on EDGE. The first EDGE campaign ran from October 2011 through September 2012.

- Cape Cod View: Cape Cod Times Magazine Holiday issue Provincetown Page – Drop date October 15th, on newsstands through New Year

Motion: Move to approve \$150 single block ad 3.45” x 2.45”

Motion: Lynn Mogell

Second: Jim Bakker

5-0-0

- Provincetown 2013 Calendar: First print of calendar December, needed for trade shows and tour guide communications – 5000 copies

Motion: Move to approve \$750 plus shipping for first print of calendar.

Motion: Jim Bakker

Second: Lynn Mogell

5-0-0

- Tom on Tour: **Tabled from prior meeting** Take a two page advertorial, broadly distributed in Germany, Once a year travel publication

Motion: Move to approve €2,700 (approx \$3,400) for two page advertorial in Tom on Tour

Motion:

Second:

Item was tabled until next meeting

- Out In Maine: October issue drops October 7 four weeks before voting on Marriage Equality in the November election – Take inside back cover for destination wedding ad - A quarterly magazine publication goes to print September 27

Motion: Move to approve \$1,000 for inside back cover of Out In Maine (Pride Issue)

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**Motion: Lynn Mogell
Bakker opposed)**

Second: Mike Peregon

5-0-1 (Jim

Discussion: Mike Peregon asked whether advertising in this magazine would mean taking a political stance since the issue will come out before the ballot on gay marriage in Maine. Both Anthony and Lynn believe Provincetown is a great destination for weddings and this is not a political stance.

B. VSB Administration

- FY 2014 Five Year Plan to be finalized by October 5th – Request from Town Hall to appropriate \$8,000 from the Tourism- Municipal Projects line for Recycle Bins

In the past two years Town Hall received \$8,000 from the Municipal budget for the acquisition of recycle bins. Around thirty recycle bins were purchased to-date, but there are roughly 135 trashcans in Provincetown and the intention is to have the same amount of green, recycling cans. The goal is to reduce the number of trash bins in town in order to save money on trash pick-ups.

- VSB Grant Applications due December 3rd - Confirm dates to review and approve- It may take more than one meeting – **Due to Open Meeting Law** we will need to plan notice in advance if meeting will extend beyond one meeting
- Photographer: Contacted Ivan Petrovsky and Ewa Nogiec concerning 2012 season photo project. Both Ivan and Ewa have responded, I anticipate having both portfolios on Monday September 17. I reviewed Richard Sobol's portfolio and feel very few will suit our needs – As requested invited Topher Ellsworth to attend Tuesday 18 September meeting for photography RFP discussion

Topher Ellsworth, the graphic designer on retainer, said he could select some of the photos submitted by the four photographers and use them for ad and collateral purposes, but he would also like to coordinate photo shoots and have more discretion regarding which photos to use for ads, etc and from which photographers.

The goal of the RFP for photography was to improve the image gallery for the Tourism Office and the overall feeling of the Board is that there is no need to have a photographer on retainer, especially when the VSB agree that the graphic designer should have more flexibility in coordinating photo shoots and using images from various photographers.

The VSB decided to formally nullify the RFP for photography and the Chair asked Staff to send out a letter to each of the applicants and inform them of the situation.

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Move to nullify the RFP for photographic service.

Motion: Jim Bakker

Second: Lynn Mogell

5-0-0

Discussion: Mike Peregon believes the VSB should have a photographer on retainer because the VSB wanted to improve its image library with new shots portraying Provincetown year-round.

There is consensus that more flexibility is needed in terms of photo shoots and stock photos.

- Marmillion & Company sending a rediscover Provincetown in the fall press release highlighting festivals and events
- Discussion of five-year plan:

David Gardner, Assistant Town Manager, raised the issue of purchasing more recycling bins with moneys coming out from the Municipal line item. Eight thousand dollars is needed to purchase thirty recycle bins. The VSB discussed the possibility of reducing the funds put aside for the restoration of the bas-relief and to equally allocate funds to go towards both recycling bins and the bas-relief.

The Board also discussed the Beautification line item. David Gardner said that the Beautification Committee (BC) has been working on the Comfort station and that there's about \$30k left in their budget, which will most probably be all spent. The VSB agree that a representative from the BC should be invited to attend the next VSB meeting, in order to discuss this line item and present a report on planned activities and projects.

Social Media Update (Radu)

- Radu provided a social media update

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

Lynn Mogell – is disappointed with the general state of Firehouse #3. There are inadequate facilities, furniture, lighting and immediate attention is needed.

Michael Peregon – inquired whether the Municipal line item in the Five Year plan should include funds to renovate Firehouse #3 and recommends actions outside of our venue, because Firehouse #3, as is, has a detrimental effect on tourism.

Mick Rudd – the VSB should discuss the writing of a letter of recommendation to BoS regarding Firehouse #3.

Jim Bakker – none

Marian Peck- none

more

5. Approval of Minutes

Motion: Move to approve the minutes from 9.5.2012

Motion: Jim Bakker

Second: Marian Peck

5-0-0

Motion: Move to adjourn

Motion: Jim Bakker

Second: Lynn Mogell

5-0-0

Meeting was adjourned at 5:05 pm.

Respectfully submitted,
Radu Luca