

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



Members present: Mick Rudd – Chair, Jim Bakker- Vice Chair, Michael Peregon, Marian Peck, Hersh Schwartz, Rick Murray

Members absent: Lynn Mogell- excused

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

Staff: Anthony Fuccillo, Radu Luca

Others: Valsin Marmillion, Juan Pisani, David Gardner, Bill Docker, Barbara Rushmore

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.

Barbara Rushmore, the Chair of the Beautification Committee, and Bill Docker presented a budget request for FY 2014 on behalf of the Beautification Committee to come out of the Beautification line item in the Five-Year Plan.

The two members of the BC outlined some of their past activities, which include tree planting and trimming, bench installation and landscaping etc. at, but not limited to, Grace Hall parking lot, Waterfront Park, School Str parking lot, Johnson Str parking lot, Town Hall, etc. The BC hired Bill Whitney to improve the area next to the MPL restrooms and the bus stop (bench installation and installation).

BC's budget comprises of the 15k from the VSB and 16K from the BC gift fund (which is not to be used for general operations).

Currently the BC is working on Lopes Square and the Walkway at the MPL restrooms. These are important projects because these are two first areas visitors see when they come into town.

BC's budget request for FY2014 is for \$14,100.

The VSB are supportive of BC's work and projects, especially when it comes to Lopes Square and the bus station area. At the same time the VSB believe that BC should use up the available funds from FY2013 and the carryover from previous years first.

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.

- Radio: Spots on Ocean 104.7, WCOD & Cool 102 began on 9/28 promoting Columbus Day Weekend-Working on script for Halloween
- Cape Cod Times: First of 13 ads ran in Sunday CCT on 9/30
- Tom on Tour: **Tabled from prior meeting** Take a two page advertorial, broadly distributed in Germany, Once a year travel publication – I have further information to share – Audience is different – MA is strongest “brand” within New England for German Tourist – Germans still collect paper, catalog and travel magazines are extremely important. The cost of a two-page spread color ad is €2,700 (approx. \$3,400).

Motion: Move to recommend that the Tourism Director discuss with the PR Firm possible avenues to advertise to the European market and develop an overall strategy to advertise worldwide.

Motion: Mick Rudd

Second: Rick Murray

6-0-0

B. VSB Administration

- Tourism Marketing Fund: Approximately \$255k
- 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 – will finalize budget today – make revisions – get on BOS agenda

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The VSB discussed the Municipal and Beautification line items and the budgets that would be allocated for FY14. The VSB decided to recommend the Beautification budget as presented by the Tourism Director because of the BC's available funds in the current fiscal year as well as the carryover of funds from previous years. The VSB also decided to recommend the Municipal budget as presented by the tourism director with the caveat that some funds would be put aside for the restoration of the bas-relief and the purchasing of green trash bins for recycling.

Motion: Move to approve the Five-Year Plan for FY2014-2018 and recommend it to the Board of Selectmen as presented by the Tourism Director.

Motion: Marian Peck

Second: Jim Bakker

6-0-0

- Marmillion & Co sending a rediscover Provincetown in the fall press release highlighting festivals and events
- Press Releases:
 - Provincetown's Second Summer Celebration
 - Remarkable American Entertainers
 - Provincetown is made for Photographers
 - Pet Appreciation Weekend
- iTown – Quotes received – Review and Recommendation by Marmillion & Co.

Marmillion & Co presented three bids for developing a smartphone application for Provincetown: \$18,000 (Persource), \$22,900 (Milo) and \$28,000 (Citrus), respectively. The prices include developing apps for both the iPhone and the Android. Per Town's procurement laws and Art. 30, Citrus was not included in the discussion because they presented the Town with a bid higher than \$25,000.

Persource is the least expensive option and it meets the VSB's and the Town's financial and functional needs. Other destination's applications were looked at as well: Nantucket, Martha's Vineyard, MOTT and the Cape Cod Chamber. Out of the four, only Nantucket charges the user a fee of \$.99 to install the app, but Staff and the PR Firm advised against that. The VSB also looked at the possibility of selling advertising on the app to cover for some of the annual maintenance fees and asked of the Assistant Town manager to address the issue with the Town Council.

Marmillion and Co. recommended that the app should stand alone on a separate website in case the Tourism Office website were to malfunction. The app developer would work closely with Staff, the PR Firm and the Graphic Designer in creating and maintaining the application. Staff would also have control over maintenance and data entry.

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