

**Town of Provincetown
Visitor Services Board
Meeting Minutes from December 17, 2012—6:00 pm
Town Hall, Judge Welsh Room, 260 Commercial Street**



Members present: Mick Rudd- Chair, Michael Peregón, Hersh Schwartz, Marian Peck, Lynn Mogell

Members absent: Rick Murray- excused, Jim Bakker- excused

Staff: Sharon Lynn- Town Manager, David Gardner- Assistant Town Manager, Anthony Fuccillo- Director of Tourism, Radu Luca- Assistant Director of Tourism

Chairman Austin Knight convened the meeting at 6:05 pm noting the following Board of Selectmen attending: Erik Yingling, David McChesney, Elaine Anderson and John Santos.

Visitor Services Board called their meeting to order at approximately 6:05 pm. Members present: Mick Rudd- Chair, Michael Peregón, Hersh Schwartz, Marian Peck, Lynn Mogell

Visitor Services Board (VSB)
Proposed Five-Year Financial Plan for Tourism Fund Expenditures FY14-18

Mick Rudd emphasized the success of the tourism grant program as well as the importance of the VSB's Marketing strategies, which generate a major return on investment and help promote Provincetown overall. Also, the VSB and its tourism partners co-ordinate marketing efforts to cover national international markets.

Tony Fuccillo mentioned that although the Tourism Office felt comfortable with the receipts in the first and second quarters of FY2013, the VSB's approach towards the Five-year plan is a conservative one because we don't know what each season will bring. Also, the VSB is moving in the direction of digital marketing, which both the new PR Firm and Graphic Designer are in tune with.

Motion: Move that the Board of Selectmen vote to approve the Visitor Services Board's recommended Five-Year Financial Plan for Tourism Fund Expenditures for FY2014-FY2018 with amendments of the recommended Agreements for FY2014 Tourism Grants and FY2014 Enhancement Grants.

Motion: Elaine Anderson Second: John Santos Yea 5 Nay 0

Elaine Anderson commends the VSB for addressing all budget issues brought before them. David McChesney hopes that the Pilgrims 400th Anniversary project is moving forward. Erik Yingling acknowledges the challenge of promoting Provincetown January through April, but is open to discuss new ideas and proposals. Austin Knight recognizes the link between the VSB's successful model of promoting Provincetown compared to other town's on the Cape and the positive impact on the local economy.

Motion to adjourn

Motion: Mike Peregon Second: Lynn Mogell 5-0-0

The Board adjourned at approximately 6:30 pm.

Respectfully submitted,
Radu Luca