

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from January 23, 2014, 3:00 pm  
Tourism Office, 330 Commercial Street**



**Members present:** Mick Rudd- Chair, Jim Bakker- Vice Chair, Hersh Schwartz, Michael Peregon, Cathy Nagorski, Rick Murray- conference call.

**Members absent:** Marian Peck- excused.

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

**Staff:** Anthony Fuccillo, Radu Luca

**Others:** Val Marmillion, Josh Lohmer (Marmillion + Co.)- conference call

**Agenda:**

1. Public Statements—Five minutes maximum. Board members are not obligated to respond to Public Statements.  
  
None
  2. Requests: Discussion dependent. Motions may be made. 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. Motions may be made. Votes may be taken.
- **Southern Florida Pride:** Ft. Lauderdale, FL, March 1-2
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**Move to approve \$350 plus shipping of roll-ups and collateral for South Florida Pride in Fort Lauderdale.**

**Motion: Jim Bakker  
absent for this vote)**

**Second: Hersh Schwartz**

**5-0-0 (Rick Murray was**

- **New England Tourism Center:** Link on website \$50, Distribution of collateral at 11 trade and public shows \$440, Corporate Travel Days Trade Show Spring and Fall, \$200, Maintain Provincetown pages on website for 12 months \$185, Visit New England Road Show \$250

**Move to approve \$1,625 plus CND tax and shipping of collateral to participate in the New England Tourism Center 2014 Programs.**

**Motion: Hersh Schwartz**

**Second: Jim Bakker**

**Discussion: Rick Murray asked about the Canada component.**

**Roll call vote 5-1-0**

**Cathy Nagorski yea**

**Mike Peregon yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Mick Rudd yea**

**Rick Murray nay**

- **Cape Cod Times:** Quarter page color ad in Sunday Cape Cod Times \$1,016 per ad (campaign at \$8,128 per 8 ads)- includes CapeCodOnline.com leaderboard February through June.

**Move to approve \$8,128 for Cape Cod Times and CapeCodOnline.com Spring ad campaign.**

**Motion: Mike Peregon**

**Second: Cathy Nagorski**

**Roll call vote 6-0-0**

**Cathy Nagorski yea**

**Mike Peregon yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Mick Rudd yea**

**Rick Murray y**

B. VSB Administration: Discussion dependent. Motions may be made. Votes may be taken.

- **2013 Annual Town Report:** VSB to submit a town report no later than 23 January 2014
- 2020 Mission – Mick Rudd

MR: the VSB's mission statement is important in approaching this project. The VSB put together a draft mission statement for the 2020 project alone. The Town has the responsibility for economic development of the town and the VSB supports this economic development through marketing efforts. The VSB should stay within its role and get the selectmen see if that would make the best sense for the

*more*

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town. This is a unique opportunity to place Provincetown in the American History. We do have the Pilgrim Memorial Park and the Bas-Relief showing the signing of the Mayflower Contact here in Provincetown. Strategy and mission statement are attached.

RM: we should move as fast as we can and get 2020 preparations going.

JB: should use Plimoth Colony instead of Plymouth in the mission statement.

Move that the VSB recommend to the BOS that they adopt the attached mission statement for preparing for the 2020 Pilgrims' First Landing and beyond.

**Motion: Jim Bakker**

**Second: Hersh Schwartz**

**Roll call vote 6-0-0**

**Cathy Nagorski yea**

**Mike Peregon yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Mick Rudd yea**

**Rick Murray yea**

➤ 2020 Marketing Strategy – Val Marmillion

Val Marmillion presented a strategy moving forward with the 2020 project.

Presentation is attached.

Historical Component- Place Provincetown in American history, cradle of democracy, Mayflower Compact, Historical significance of Provincetown

Immigration- New American Pilgrimage, designing a program, a media component, a medallion / certificate upon arrival to Provincetown, etc.

Engage townspeople and Mayflower descendants, the Community, Artists, award grants, etc

Education component: *Where in the World did the Pilgrims First Land?* campaign

Involve the indigenous people in the commemoration: walking with the tribes, etc.

4. Board Members' Statements: Comments from Board Members. Discussion dependent. Motions may be made. Votes may be taken.

Mick Rudd- none

Jim Bakker- none

Hersh Schwartz- none

Mike Peregon- none

Cathy Nagorski- provided a Women Innkeepers update. The Seaglass Inn is a new member. The Fairbanks Inns sold and they are out of WI. WI and PBG are encouraging an acknowledgement of the 10-year anniversary of Gay Marriage in MA. Women's Week documentary film producer is on the agenda for the February meeting.

Rick Murray- none

*more*

5. Approval of Minutes. Motions may be made. Votes may be taken.

**Move to approve the minutes from 12.18.2013.**

**Motion: Hersh Schwartz                      Second: Jim Bakker**

**Roll call vote 5-0-1 (Rick Murray abstained)**

**Cathy Nagorski yea**

**Mike Peregon yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Mick Rudd yea**

**Rick Murray abs**

**Move to adjourn.**

**Motion: Mike Peregon                      Second: Hersh Schwartz      5-0-0 (Rick Murray was absent  
for this vote)**

Meeting was adjourned at 4:15 pm.

Respectfully submitted,  
Radu Luca