

**Town of Provincetown
Visitor Services Board
Meeting Minutes from February 20, 2014, 3:00 pm
Tourism Office, 330 Commercial Street**



Members present: Jim Bakker- Vice Chair, Hersh Schwartz, Cathy Nagorski, Marian Peck

Members absent: Mick Rudd- excused, Rick Murray – excused, Michael Peregon - excused

Meeting was called to order at 3:00 pm by Jim Bakker.

Staff: Anthony Fuccillo, Radu Luca

Others: Lynn Mogell, Andrea Meyerson, Michael Zeppieri, Christopher Andrews, Adriana Torres, Lynette Molnar

Agenda:

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

Lynette Molnar- talked in support of the Women's Week documentary film that Andrea Meyerson would like to produce. The project would showcase other events as well, not only WW, such as Fantasia Fair, Bear Week, Halloween, etc. and will be all inclusive of Ptown and its exciting theme weeks. The documentary is more than a lesbian film and will be available for the whole world to see.

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

Lynn Mogell and Andrea Meyerson present Women's Week Documentary Film Project for Women's Week 30th Anniversary.

Lynn Mogell introduced Andrea Meyerson, who's developed a new career in making films and documentaries.

Andrea Meyerson presented her vision for this film / project. She is the founder of an organization called "Women on a Roll." AM Has been to Provincetown 15 years in a row with Women on a Roll. Started doing films in 2002. She also did LGBT fundraisings for non-profits in South California, produced live comedy shows, film and TV productions. Passion is to serve the LGBT community. Loves Ptown and loves bringing women here every year. WW 30 anniversary is historical and it's important for the women LGBT history and should be documented.

AM believed documentary will increase visitation to Provincetown and start in the film festival circuit next year. AM films usually play at 25-50 festivals, and there is also the possibility for a TV broadcast in the US, which is the main goal. Multi-platforms opportunities as well: TV on demand, DVD production, etc.

The project is called 'Clambake,' and AM presented the VSB with a packet for the project, including a budget, project synopsis, and her bio.

The trailer would be ready no later than the end of June '14.

AM would like to request seed-funds at the moment to start the project and will also rely on crowd-funding to further develop and finalize the project. The total budget for the production is 100K+. The total request of the VSB is 18K or any amount up to 18K.

The project would be finalized by the end of January '15 because the submission period for the film festivals is in February.

Move to approve \$15,000 to Andrea Meyerson (StandOut Productions) for lead sponsorship of Women's Week 30th Anniversary Documentary Project ('Clambake'), to be used as seed funds and to be disbursed no later than June 30, 2014 upon presentation of a trailer.

Motion: Cathy Nagorski

Second: Marian Peck

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. Motions may be made. Votes may be taken.

➤ **LGBT Travel Directory:** This is a CMI publication working with the ILGTA – 15,000 directories are distributed consumers, travel agents, meet planners, media/press, LGBT event directors – As members we receive a 50% discount for a full page advertorial and full page display ad – LOGO and listing to provide link to website – This is also in digital format

Move to approve \$1,200 for a 2-page spread in the CMI / IGLTA Travel Directory.

Motion: Hersh Schwartz

Second: Marian Peck

4-0-0

➤ **Yankee Magazine: May/June New England Travel Guide – 1/3 page ad and full year online travel listing on yankeemagazine.com**

Move to approve \$2,952 for a 1/3-page ad in Yankee Magazine and online travel listing.

Motion: Hersh Schwartz

Second: Cathy Nagorski

4-0-0

- **New Jersey Star Ledger:** North East Summer Vacation Guide – Publishing Sunday 27 April – Reach 1 million loyal Sunday readers – 500 words (half page) advertorial plus photography - 250,000 digital impressions on NJ.com

Move to approve \$5,499 for combined media advertising with New Jersey Star Ledger and NJ.com.

Motion: Marian Peck

Second: Hersh Schwartz

4-0-0

- **Best Read Guide:** Place ads in May & October issues – page 1 is reserved – October issue is distributed through April

Move to approve \$4,000 for two ads in Best Read Guide, May & October issues.

Motion: Cathy Nagorski

Second: Marian Peck

4-0-0

- **Hot Spots:** The online banner was going to run only during the six weeks we placed ads – I requested having the banner on the HotSpots website each month we advertise – The online banner is run all of February, March, April
- **Pilgrim Bark Park:** We have been approached by the Pilgrim Bark Park to advertise on their chain link fence from May 1 thru November 1 – The banners are seen from the inside of the park and not from the road – A banner will cost \$150 to produce – The cost of advertising for 6 months is \$500 – If you choose to do this the expense will be \$650 plus shipping.

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

- **Events Calendar:** 7,400 calendars have been shipped and will be inserted in the 19 February Provincetown Banner
- **Tablecloths:** Three new tradeshow tablecloths with new LOGO

Move to approve \$1,225 plus shipping for 3 Provincetown, America’s First Destination tablecloths.

Motion: Marian Peck

Second: Cathy Nagorski

4-0-0

- **Trade Show Bags:** Replenish bag inventory with new bag design

Move to approve \$12,840 plus shipping for tradeshow giveaway bags.

Motion: Hersh Schwartz

Second: Cathy Nagorski

4-0-0

- **Greater Boston Concierge:** Attend GBCA Trade Show – Reach Concierge, front desk staff, doormen, bell men, and travel & tour operators

Move to approve \$275 plus travel to attend the GBCA Trade Show in April.

Motion: Hersh Schwartz

Second: Cathy Nagorski

4-0-0

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- **Gay Games:** Take place first week in August in Cleveland – Expo details are not available yet – Is this something you would like to pursue?
- **Coastal Living:** Named Provincetown one of America's Happiest Seaside Towns - Contest for #1 in progress

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

Jim Bakker- none

Hersh Schwartz- does art in Windows Project every year and would like to request funds for the photography and printing of artwork.

Move to approve up to \$1,500 for the Art in Windows project for the photography and printing of artwork.

Motion: Marian Peck

Second: Cathy Nagorski

4-0-0

Cathy Nagorski- in May is the 10-year anniversary of gay marriage in Massachusetts and wanted to see if we could get some plans in place, maybe in co-operation with the PBG.

Marian Peck- none

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

Move to approve the minutes from 1.23.2014.

Motion: Marian Peck

Second: Hersh Schwartz

4-0-0

Move to adjourn.

Motion: Hersh Schwartz

Second: Marian Peck

4-0-0

Meeting was adjourned at 4:45 pm.

Respectfully submitted,
Radu Luca