

**Town of Provincetown
Visitor Services Board
Meeting Minutes from March 5, 2014, 3:00 pm
Tourism Office, 330 Commercial Street**



Members present: Mick Rudd – Chair, Jim Bakker- Vice Chair, Hersh Schwartz, Cathy Nagorski, Marian Peck, Rick Murray – conference call

Members absent: Michael Peregon - excused

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

Staff: Anthony Fuccillo, Radu Luca

Others:

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.
 - **CTM Media Group:** Rack card Distribution
 - Boston Transportation May-October @ \$175 monthly = \$1,050

• Page 2

- Faneuil Hall Premiere Location May-July @ \$175 monthly = \$525
- Boston Attractions May-September @ \$250 monthly = \$1,250

Move to approve \$2,825 plus shipping for CTM Media Group distribution.

Motion: Marian Peck

Second: Jim Bakker

Roll Call Vote: 6-0-0

Marian Peck yea

Cathy Nagorski yea

Jim Bakker yea

Hersh Schwartz yea

Rick Murray yea

Mick Rudd yea

- **Panorama: Rack card Distribution:** – Distribution of rack card at the South Station concierge booth May-October @ \$135 monthly

Move to approve \$810 plus shipping for Panorama rack card distribution.

Motion: Hersh Schwartz

Second: Cathy Nagorski

Roll Call Vote: 6-0-0

Marian Peck yea

Cathy Nagorski yea

Jim Bakker yea

Hersh Schwartz yea

Rick Murray yea

Mick Murray yea

- **Plymouth CVB: Rackcard Distribution**

Move to approve \$300 plus shipping for rack card distribution at Route 6 exit 5 Plymouth.

Motion: Hersh Schwartz

Second: Jim Bakker

Roll Call Vote: 6-0-0

Marian Peck yea

Cathy Nagorski yea

Jim Bakker yea

Hersh Schwartz yea

Rick Murray yea

Mick Rudd yea

- **Rack card re-print: 10,000 quantity**

Move to approve \$856 plus shipping to print rack cards.

Motion: Jim Bakker

Second: Hersh Schwartz

more

- Page 3

Roll Call Vote: 6-0-0
Marian Peck yea
Cathy Nagorski yea
Jim Bakker yea
Hersh Schwartz yea
Rick Murray yea
Mick Rudd yea

➤ **Bird's Eye View:**

Move to approve \$2,400 for 6 ¼ page ads, for 12 months, in Bird's Eye View Magazine.

Motion: Hersh Schwartz Second: Jim Bakker

Discussion: RM asked whether the ad change or stay the same in all 6 issues?

Roll Call Vote: 5-1-0 (Rick Murray opposed)

Marian Peck yea
Cathy Nagorski yea
Jim Bakker yea
Hersh Schwartz yea
Rick Murray nay
Mick Rudd yea

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

- **Liza Minnelli:** Sending an entertainment news release about entertainment and icon Liza Minnelli coming to Provincetown – Will organize press in town during her visit

Move to approve the presentation of the Key to Provincetown and the proclamation of August 4 Liza Minnelli Day.

Motion: Hersh Schwartz Second: Marian Peck

Roll Call Vote: 4-1-1 (Cathy Nagorski opposed, Rick Murray abstained)

Marian Peck yea
Cathy Nagorski nay
Jim Bakker yea
Hersh Schwartz yea
Rick Murray abstention
Mick Rudd yea

- **Municipal Parking:** The Finance Committee would like to raise the price of municipal parking and consider charging for parking at the Provincetown Airport – Visitors often complain about the high cost of parking in town – many come to the Office of Tourism to ask where to eat on route 6 so they can take their car out of the lot and save on parking

more

Move to instruct staff to direct a letter to the BOS and FinCom expressing disapproval of raising parking fees to the detriment of tourism in Provincetown.

Motion: Hersh Schwartz Second: Marian Peck

Discussion: CN what are the changes of this initiative to pass? Are there any other organizations in town (Chamber, PBG) or on the Cape that would support this letter?

Roll Call Vote: 6-0-0

Marian Peck yea

Cathy Nagorski yea

Jim Bakker yea

Hersh Schwartz yea

Rick Murray yea

Mick Rudd yea

- **Fort Lauderdale Pride Expo:** Mike Peregon attended 1 & 2 March
- **AAA Marketplace:** Attending 7 8 9 March – Gillette Stadium, Foxborough MA
- **GLBT Expo:** Attending 21 22 23 March – Javits Center, New York NY

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

Mick Rudd – is there any follow up on the request for CPA funds for the restoration of the bas-relief. Staff to work together with the Acting Town Manager and the Town Grant Administrator in drafting applications.

Jim Bakker- none

Hersh Schwartz- the VSB donated funds to the Pilgrim Bark Park for the dog fountain in front of the Town Hall and wanted to follow up and make sure that's properly marked on the fountain.

Cathy Nagorski- at last meeting we talked about the May commemoration of Gay Marriage. PBG are drafting a letter to the BOS and are requesting the VSB's support with their projects.

Move to instruct staff to direct a letter to the BOS indicating the VSB's support for the PBG initiatives regarding the 10th anniversary of gay marriage.

Motion: Jim Bakker Second: Cathy Nagorski

Discussion: TF mentioned that this office is working on a few projects on its own with the PR Firm.

Roll Call Vote: 6-0-0

Marian Peck yea

Cathy Nagorski yea

Jim Bakker yea

Hersh Schwartz yea

Rick Murray yea

Mick Rudd yea

- Page 5

Is there concrete follow-up from the Business Summit in October? Staff would like to hold a follow-up Business Summit in April 2014.

The VSB agree on April 28, 2014 for another Business Summit.

Marian Peck- none

Rick Murray - none

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

Move to approve the minutes from 2.20.2014.

Motion: Hersh Schwartz Second: Jim Bakker

Roll Call Vote: 5-0-1 (Rick Murray abstained)

Marian Peck yea

Cathy Nagorski yea

Jim Bakker yea

Hersh Schwartz yea

Rick Murray abstain

Mick Rudd yea

Move to adjourn.

Motion: Hersh Schwartz Second: Jim Bakker

Roll Call Vote: 6-0-0

Marian Peck yea

Cathy Nagorski yea

Jim Bakker yea

Hersh Schwartz yea

Rick Murray yea

Mick Rudd yea

Meeting was adjourned at 4:00 pm.

Respectfully submitted,

Radu Luca