

**Town of Provincetown
Visitor Services Board
Meeting Minutes from March 18, 2014, 3:00 pm
Tourism Office, 330 Commercial Street**



Members present: Jim Bakker- Vice Chair, Hersh Schwartz, Cathy Nagorski, Rick Murray

Members absent: Mick Rudd – Chair, Michael Peregon – excused, Marian Peck- excused

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

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. Andrea Meyerson (StandOut Productions) – conference call
Andrea Meyerson talked about the financial needs to produce the Women’s Week documentary (‘Clambake’) trailer, ancillary and production costs. Staff drafted a sponsorship agreement, which outlines the terms of agreement between the two parties, including the disbursement of funds from the Tourism Fund.

Move to instruct the Director of Tourism to sign an agreement with Andrea Meyerson (StandOut Productions) for the documentary film ‘Clambake,’ which

outlines the terms of agreement and disbursement of sponsorship funds from the Tourism Fund.

Motion: Rick Murray

Second: Cathy Nagorski

4-0-0

4. 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.

- Rack card re-print: 15,000 quantity - At the last meeting we presented 10,000 @ \$856 - There was a question about the price to print a higher quantity - 15,000 would be \$1,044 - 5,000 more units for \$188

Move to approve \$188 to print additional 5,000 rack cards

Motion: Rick Murray

Second: Hersh Schwartz

4-0-0

- **HotSpots Business Listing:** HotSpots has added a new feature to their website - As an advertiser we will have a business listing linking to our website - There is an events calendar for Florida only - A link has been added to link the directly to our calendar of events - The listing is for the entire 12 months - If we continue to advertise each year Ptown will remain in the listing
- Digital Ads on Boston.com: Ads are effective and reaching people - Received calls from WCVB Channel 5 Boston and Boston Herald.com - Both have seen our ads on Boston.com and would like us to advertise with them
- Trade Show Booth Murals & Banners: During the AAA show set-up other destinations approached us complimenting us on our booth materials - They wanted to know who produced them - The following morning others were photographing our booth

The VSB recommended Staff to be careful about naming or showcasing particular business

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

- **StandOut Productions:** Contract with Andrea Meyerson and StandOut Productions - See attached contract draft - after meeting recommended edits and revisions will be made before presentation for signature
- **Annual Town Meeting - Town Warrant:** Article 10/3C Pilgrim Memorial Park restoration, Article 13 Expenditures from Tourism Fund, Article 15 July 4th Celebration, Article 18 Room Occupancy Tax-A Home Rule Petition, Article 28 & 29 Increase Parking Rates at the Municipal Lots, Article 30 Limitation of Parking Permits, Article 31 Multi-Tiered Parking permits for MPL and Ryder Street

Move to recommend article 10 3. (C) at the April 2014 Annual Town Meeting.

Motion: Rick Murray

Second: Hersh Schwartz

4-0-0

Move to recommend article 13 at the April 2014 Annual Town Meeting.

Motion: Rick Murray Second: Hersh Schwartz 4-0-0

Move to recommend article 15 at the April 2014 Annual Town Meeting.

Motion: Rick Murray Second: Hersh Schwartz 4-0-0

Move to recommend article 18 at the April 2014 Annual Town Meeting.

Motion: Rick Murray Second: Hersh Schwartz 4-0-0

- **Ethics:** Ethics = the Training Test to be completed by all board members. At the end of the test there is a sheet showing that the individual has completed the requirement. This sheet is to be printed out and returned to the Town Clerk's office or emailed to Doug Johnstone, Town Clerk at djohnstone@provincetown-ma.gov.
- **Oath of Office:** Sworn-in = the standard oath of office also required of all board members
- **GLBT Expo:** Attending 21 22 23 March – Javits Center, New York NY

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

Jim Bakker- none
Hersh Schwartz- none
Cathy Nagorski- none
Rick Murray- none

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

Move to approve the minutes from 3.5.2014.

Motion: Hersh Schwartz Second: Cathy Nagorski 4-0-0

Move to adjourn.

Motion: Hersh Schwartz Second: Cathy Nagorski 4-0-0

Meeting was adjourned at 3:45 pm.

Respectfully submitted,
Radu Luca