

**Town of Provincetown
Visitor Services Board
Meeting Minutes from April 2, 2014, 3:00 pm
Tourism Office, 330 Commercial Street**



Members present: Mick Rudd – Chair, Jim Bakker- Vice Chair, Hersh Schwartz, Cathy Nagorski, Marian Peck.

Members absent: Michael Peregon – excused, Rick Murray.

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.
- **American Art Collector:** Cape and The Islands issue - Full page advertorial and full page ad – Digital Magazine on website

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Move to approve \$2,400 for American Art Collector annual Cape and The Islands July issue.

Motion: Jim Bakker Second: Hersh Schwartz 5-0-0

Discussion: Marian Peck asked whether we could introduce new art-related projects, galleries, and programs in town.

- **Boston Spirit: Excellent professional audience** – Healthcare, Real Estate, Finance and Banking – Promote corporate meetings and team retreats – Three half page ads in the May/June, July/August and September/October issues – Provincetown will also have an exhibitor table at signature networking events – Magazine is now available on the Boston Spirit website and Boston.com/lgbt with links to advertisers URL.

Move to approve \$5,400 for 3 half-page ads (May/June, July/August, September / October issues) in Boston Spirit Magazine.

Motion: Cathy Nagorski Second: Hersh Schwartz 5-0-0

- **Out Film CT:** 27th Annual Connecticut Gay & Lesbian Film Festival Sponsorship \$500 – May 30 – June 7 – Fifty LGBT films – Half page color ad (\$50 color up charge) in black & white program – logo on website with link to ptowntourism.com

Move to approve \$550 for Out Film CT Bronze sponsorship.

Motion: Hersh Schwartz Second: Jim Bakker 5-0-0

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

- **Accommodations Tax update:** Year to date room tax is up 9.4% - The Nov, Dec, Jan quarter deposit was \$82,101 versus LY \$73,062 plus 12.4% - Through the third quarter 2014 room tax receipts have exceeded the entire 2013 year – 2014=\$1,755,544 2013= \$1,736,976
- **Provincetown Business Summit: Monday 28 April** - Sent a save the date on 28 March – Invitation going out – Ron Robin agreed to be facilitator - Harbor Hotel will provide the space and charge \$35 per person for continental breakfast and lunch - Working on agenda to be reviewed at 16 April meeting

Move to approve up to \$3,000 for Provincetown Business Summit.

Motion: Jim Bakker Second: Hersh Schwartz 5-0-0

- **Castle Hill:** Provincetown Dance Festival 2014 Final Report – Report due date was 24 January 2014 – Received final report Saturday 29 March 2014

Recommended motion to approve disbursement of tourism grant funds to Castle Hill for 2014 Provincetown Dance Festival.

Motion: Marian Peck Second: Hersh Schwartz 5-0-0

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- **Provincetown Tourism Website: Have requested Marmillion identify three tourism webmasters for new Provincetown Tourism website & request quotes – Reviewed the process with David Gardner – We will need to accept and contract the lowest quote**
- **Annual Town Meeting – Town Warrant: at the last VSB meeting the following Town Warrant articles were voted to reserve - **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 - **With exception to the Board of Selectmen town boards need to vote in favor or opposed to articles – Would the VSB like to revote on these articles to have them read from the town hall floor or leave them out?****

4. 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- The PBG presented their plans for the 10-year anniversary of gay marriage to the BOS and everything went through. Would also like to see more co-operation between the Tourism Office and the PBG on the LGBT Expo in NYC. We should reevaluate the return of this show and identify new LGBT shows to attend. Should include info about the grant process at the Fall business summit.

Marian Peck - none

Mick Rudd - none

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

Move to approve the minutes from 3.18.2014.

Motion: Hersh Schwartz Second: Jim Bakker 5-0-0

Move to adjourn.

Motion: Hersh Schwartz Second: Jim Bakker 5-0-0

Meeting was adjourned at 4:45 pm.

Respectfully submitted,
Radu Luca