

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from May 7, 2014, 3:00 pm  
Tourism Office, 330 Commercial Street**



**Members present:** Mick Rudd – Chair, Jim Bakker- Vice Chair, Hersh Schwartz, Cathy Nagorski, Marian Peck, Mike Peregón, Rick Murray.

**Members absent:**

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

**Staff:** Anthony Fuccillo, Radu Luca.

**Others:** Michael Goff – Towleroad – conference call, Cass Benson – Harbor Lounge, Julie Grande (Box Lunch), Erin Atwood – PBG, Frank Vasello-Relish

**Agenda:**

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

Cass Benson – there are no restrooms in the East End and the Library doesn't have any proper signage saying that there are public restrooms at the Library. The Town should address the restroom situation in the East End.

Rick Murray- PAAM is under obligation to have public restrooms.

Staff contacted David Gardner to possibly have public restrooms at the Firehouse on Johnson Street. TF also contacted the DPW and the Fire Department about the firehouse, but they store 2 engines in there, a live one and one for parades.

Mick Rudd- possibly have port-a-potties in the Johnson Street parking lot.

Frank Vasello- was in the Food Group at the Business Summit. The group discussed the possibility of having a Food & Wine Festival in June or October. An event like this would not

be feasible this year with the season coming up and is better to wait until June '15. The organizers should keep it small for now, wine pairings, 8-course dinner, etc. Tourism office Staff can bring travel writers to write about it and get press. The event should be unique, small scale, get wine vendors involved. June is a good month because all business and restaurant owners are here, everything is open, but June is still quiet. Frank can help spearhead this project. Next step would be to bring a group together, commit, brainstorm and come up with ideas for such a project / event.

Rick Murray – suggestion is for the organizers to get in touch with the restaurants, do a mini- F&W event in September '14, contact vendors, get 6 to 8 restaurants on board. First two weeks in June, third week in October would be better. Staff and the tourism office can help market and promote the event and get good press for an event in spring '15.

Tony Fuccillo – Staff and Tourism office could take out an advertorial in Bon Appetit Magazine, etc.

Cathy Nagorski – supportive of this initiative, asked whether Frank has a commitment from the Food Group at the Business Summit, cook food authors could come to Provincetown, etc.

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

a. Michael Goff – Towleroad presented a sponsorship package for Provincetown. Towleroad would like to do a Gay Summer Camp in Provincetown and bring in travel writers to blog about Provincetown and the events happening during Gay Camp and throughout the summer. The total cost of the sponsorship package is \$15k. Michael Goff would like to include as many Provincetown businesses as possible and have writers blog about as many aspects of Provincetown as possible on the Towleroad website as well as other social media platforms. The sponsorship package also includes 3 mil online impressions as well as inclusion in a Summer Handbook. Towleroad worked with Key West, Palm Springs, etc in the past.

The VSB decided to table this item until May 21, 2014.

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.

➤ **Dunes Radio Summer Campaign:** Service area all of the Cape – June, July, August  
200 30 second spots per month ROS \$679 per month, \$3.40 per commercial –

**Move to approve \$2,037 for Dunes Radio Summer Campaign.**



- **Press FAM:** Recommend planning the next PRESS FAM for first week in late September

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

- **Open Meeting Law Educational Forum:** May 14 6pm Town Hall – Conducted by the Massachusetts Attorney General’s Office – Register in advance by contacting Doug Johnstone – Town board members are encouraged to attend
- **VSB Meeting Calendar through end of calendar year: Review for changes**
- **Chamber and PBG Logos:** The PBG requested the logos of our tourism partners be added to the Ptowntourism website – Currently the have links without the logos – Civic plus will charge \$150 for each logo to be added to the website – Since we are developing a new site we will include on the new ptowntourism website – Marmillion+Co currently requesting quotes for new website

**Move to recommend \$150 to have our tourism partners’ logos (PBG and Chamber included on our homepage).**

**Motion: Rick Murray      Second: Jim Bakker      6-0-0 (Marian Peck was absent for this vote)**

- **iPtown: need to renew Apple developer annual membership**

**Move to approve \$105.19 for Apple IOS developer annual membership.**

**Motion: Hersh Schwartz      Second: Rick Murray      6-0-0 (Marian Peck was absent for this vote)**

- **Summit Discussion:** While fresh would like to discuss summit – Schedule next summit

The VSB decided to table this line item.

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

Jim Bakker- none

Hersh Schwartz- none

Mike Peregón – signage at MPLs says “no Canadian currency accepted.” Should be updated to something more visitor-friendly, like “US currency only.”

Rick Murray – none

Cathy Nagorski - none

Mick Rudd - none

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

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**Move to approve the minutes from 4.16.2014.**

**Motion: Hersh Schwartz  
for this vote)**

**Second: Mick Rudd**

**6-0-0 (Marian Peck was absent**

**Move to adjourn.**

**Motion: Mike Peregon  
absent for this vote)**

**Second: Cathy Nagorski**

**6-0-0 (Marian Peck was**

Meeting was adjourned at 5:00 pm.

Respectfully submitted,  
Radu Luca