

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from June 25, 2014, 3:00 pm  
Tourism Office, 330 Commercial Street**



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

**Members absent:**

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

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

**Others:** Eric Dray – Provincetown Historic Commission; Brad Carlson, Joe Barlow – Full Kit Leather.

**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.
  - a. Eric Dray – request for funding Provincetown Historic Walking Tour website and mobile application. The request for funding is for \$2,376 for two years (request and documentation are attached).

**Move to approve \$2, 376 to cover the two-year hosting costs for the Provincetown Historic Walking Tour website and mobile application.**

**Motion: Mike Peregón**

**Second: Cathy Nagorski**

**7-0-0**

- b. Mr. New England Leather – Brad Carlson and Joe Barlow – last year was the inaugural year for Mr. New England Leather. The contestant from Provincetown,

Steve Dupont, came in 2<sup>nd</sup> place in Chicago and will advance to compete in the International Contest against fifty men from around the globe. Would like to request additional funding to further promote the event and draw attention to Provincetown, which got a lot of positive feedback. The request for funding is for \$2,500 (request and documentation are attached)

**Move to approve \$2,500 to further support Mr. New England Leather Weekend.**

**Motion: Rick Murray**

**Second: Mike Peregón**

**7-0-0**

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.

- **ILGTA Banner Ad:** Banner ad on the International Lesbian and Gay Travel Association website for 12 months - Gay and lesbian travelers and LGBT-travel related businesses use the Association site ([www.iglta.org](http://www.iglta.org)) to plan trips, search for accommodations and destinations - We will be one of 10 ads on the website home page

**Move to approve \$2,500 for a banner ad to run 12 months on the ILGTA.org website.**

**Motion: Rick Murray**

**Second: Mike Peregón**

**7-0-0**

- **EDGE Magazine & Website:** July 2014 through June 2015 - Full page ad monthly, digital ads on website, monthly email blast

**Move to approve \$9,000 for twelve months of advertising with EDGE.**

**Motion: Rick Murray**

**Second: Jim Bakker**

**7-0-0**

**Discussion:** RM requested insight from the past campaign. Staff presented insights.

- **Gay Days:** Gay Days Las Vegas September 2 - 8, 2014 and Gay Days Fort Lauderdale November 25 - December 1, 2014 - Those who were expo vendors at Gay Days Orlando 2014, get 50% off the booth rate at Gay Days Las Vegas 2014 and/or Gay Days Fort Lauderdale 2014 - We received 50% off the booth at Orlando show - We would investigate sponsoring pool parties again if we expand destinations - We should attend Orlando again June 2 -8 2015.
- **Carnival Program:** Full Page iPtown ad on page 3 of the program

**Move to approve \$600 for a full-page ad in the 2014 PBG Carnival Program.**

**Motion: Marian Peck**

**Second: Mike Peregón**

**2-5-0**

**Discussion:** Marian Peck would like to push the off-season months in the ad. The VSB believes this ad should be complimentary considering the VSB's ongoing support of the PBG through tourism

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marketing and co-op grants. Other organizations / grantees (i.e. The Portuguese Festival, The Provincetown Schooner Regatta, The Provincetown International Film Festival, etc.) offer full-page complimentary ads to the VSB.

- **EnGAYgedWeddings.com:** Place ads on the Massachusetts page and the Honeymoon Travel page – Twelve months links through to premium listing page with content and 14 images – Will also link through to website

**Move to approve \$1,200 for EnGaygedWeddings.com advertising campaign.**

**Motion: Marian Peck                      Second: Mike Peregou                      5-2-0**

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

- **Bear Week:** The final report for Bear Week July 2013 was just submitted for reimbursement and subject to the VSB approval to extend payment – The report was due 21 October 2013.

**Move to approve extending payment of the 2014 tourism grant, \$1,750 to the Provincetown Bears.**

**Motion: Hersh Schwartz                      Second: Jim Bakker                      6-1-0**

**Discussion:** The Provincetown Bears were late submitting the final report before, but the organization does give back a lot to Provincetown and the community.

- **Bear Week Banner:** In July 2013 Rick Murray requested a banner be hung across Commercial Street during Bear Week welcoming the Ptown Bears – The banner will be 9.5' x 2'

**Move to approve \$288 plus shipping for a Bear Week appreciation banner.**

**Motion: Mike Peregou                      Second: Rick Murray                      7-0-0**

**Discussion:** RM asked where the banner would be hung. Staff doesn't have a location yet.

- **Pilgrim 2020:** The Board of Selectmen is once again asking for plans for 2020 from the VSB. They would like the VSB to be on their agenda soon to reopen discussions
- **CMI Conference:** December 7 to 9 2014 in Las Vegas

**Move to approve \$545 plus travel to attend Community Marketing and Incites Conference in Las Vegas, December 7-9, 2014.**

**Motion: Mike Peregou                      Second: Rick Murray                      7-0-0**

- **Tourism Website:** We have received four quotes for the website

The VSB would like to meet with Marmillion+Co. and Topher Ellsworth to discuss future steps.

*more*

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

Jim Bakker- none

Hersh Schwartz- none

Rick Murray – none

Cathy Nagorski - glad that Staff attended Gay Days Orlando, but it was a long time for the office to be closed in early June.

Mick Rudd - none

Marian Peck- none

Mike Peregon – announced he would step down from the VSB effective immediately. The VSB has done a great job at promoting the town for the past 9 years since he has been onboard.

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

**Move to approve the minutes from 5.21.2014.**

**Motion: Marian Peck                      Second: Jim Bakker                      7-0-0**

**Move to adjourn.**

**Motion: Mike Peregon                      Second: Jim Bakker                      7-0-0**

Meeting was adjourned at 4:45 pm.

Respectfully submitted,  
Radu Luca