

3. Requests: Discussion dependent. Motions may be made. Votes may be taken.
4. Clambake Documentary trailer presentation – Lynn Mogell and Andrea Meyerson present. Discussion dependent. Motions may be made. Votes may be taken.

Andrea Meyerson presented a trailer to ClamBake that will help with crowd funding, which will run until August 25. The trailer will be posted on Kickstarter and the goal is to raise \$45k. AM thanked the VSB for their support in sponsoring this project.

Move that the VSB endorse the further development, in full length, of ClamBake documentary.

Motion: Mick Rudd

Second: Jim Bakker

4-0-0

5. VSB video presentation – Jim Lande and Leo Herrera present. Discussion dependent. Motions may be made. Votes may be taken.

Jim Lande and Leo Herrera presented a short video showcasing food tourism and the dining scene and different cuisines. The role of the video is to entice viewers to come here for the dining experience and the farm-to-table restaurants in Provincetown.

JL and LH also presented a short video showcasing nightlife and entertainment in Provincetown.

JL and LH also presented a short 30-second video showcasing eco-tourism and the bike ride on the bike trails to Race Point Beach. The turnaround time for the 30-seconds videos is about 10 days.

JL and LH presented a proposal to produce a video showcasing Provincetown as a Foodie Destination (2-3 minute, \$2,500) and Provincetown as Nightlife Destination (2-3 minute, \$2,500). “Micro” Documentaries: 45 sec – 1.5 min, \$850

The VSB decided to discuss this proposal at a following meeting.

6. 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.

None

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

more

- **Ellsworth Creative:** Topher exceeded the \$15,000 allotted for 2014 by \$380.00

Move to approve \$380.00 for Ellsworth Creative graphic design.

Motion: Jim Bakker

Second: Mick Rudd

4-0-0

- **Afterglow Festival:** Quinn Cox has requested pre-payment of the Afterglow Festival 2015 Tourism Marketing Grant – The final report will be reconciled after the September Festival –

Move to approve \$3,000 2015 Tourism Marketing Grant pre-payment to Afterglow Festival.

Motion: Mick Rudd

Second: Jim Bakker

4-0-0

- **Accommodation Tax Receipts:** The fourth quarter payment is for the February, March and April room tax receipts. The 4th quarter deposit of \$96,341 is a decrease of 27.2% over the \$132,389 we received last year. Fiscal year 2014 total room occupancy tax receipts are \$1,851,886 compared to \$1,736,976 for FY 2013, an increase of 6.6%. The last quarter receipts were heavily affected due to the weather, rain and extended winter.
- **Marketing Fund Annual Deposits for 2015:** The total money deposited into the Tourism Fund for the 12 months ending 30 April 2014 is \$648,160. The 2015 Tourism Budget is \$615,000.
- **BoS Agenda 2020:** Review and complete agenda for joint meeting with the BoS
- **Parking Survey** – Raphael Richter suggested the Town ran a parking survey to get feedback from visitors. Staff would produce the survey and the VSB would cover the productions costs. The cost of the survey tickets / coupons is \$750 for 15,000 copies.

Move to approve up to \$1,000 plus shipping to develop and print 15,000 parking lot surveys and promote the *iPtown* smartphone application.

Motion: Mick Rudd

Second: Cathy Nagorski

4-0-0

7. 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

Mick Rudd - none

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

Move to approve the minutes from 6.25.2014.

Motion: Hersh Schwartz

Second: Jim Bakker

4-0-0

Move to adjourn.

Motion: Hersh Schwartz

Second: Jim Bakker

4-0-0

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Meeting was adjourned at 5:15 pm.

Respectfully submitted,
Radu Luca