

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



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

**Members absent:** Marian Peck.

**Meeting was called to order at 3:00 pm by Cathy Nagorski.**

**Staff:** Anthony Fuccillo, Radu Luca

**Others:** Kalin Mitov, Gloria McPherson – Town Planner

**Agenda:**

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

Kalin Mitov – independent dance instructor in the Boston Area, here to present a ball room dancing event that he would like to bring to Provincetown – a good LGBT destination / resort. Would like to hold the event on September 19, 2015, the most appropriate venue would be the Provincetown Town Hall or the Provincetown High School Auditorium. This year's event will be held on October 11 at the Hynes Convention Center in Boston and would like to bring contestants from Europe as well. Last year's event (first one) was very successful – approximately 50 couples registered. Would use local businesses for the event – hotels, inns, and restaurants. Last year did a survey and contestants welcomed the idea of holding the event in Provincetown. It's a one-day event, 7 hours of dancing, but most contestants, family and friends would book for the weekend.

Gloria McPherson – Design and Resiliency Team (DART) will be visiting Provincetown on September 16,17 & 18 DART and will be meeting with town board members to receive feedback on housing needs, affordable housing and sustainability of housing. Asked for the VSB's support and to meet with the DART team to talk strategy and direction.

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Tony- from tourism point of view seasonal housing is important for foreign workers to live in.

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

None

3. 2020 Strategy – discuss strategy and components (requested by Cathy Nagorski)

Tony- VSB allocated \$15k annually for preparations for 2020. Tony attended a meeting in Bourne of the Cape Cod Canal for the Canal 100<sup>th</sup> anniversary celebrations.

VSB strategy for Provincetown 2020 Steering Committee (appointed by the Town):

Development: Outsource specialist in fundraising and sponsorships

Events: Firm and Producer

Marketing: VSB / Tourism Office

Finance: Community Members

Programs: Pilgrim Monument

Merchandise: Community Members

- Establish which existing 501c3 will represent the 2020 efforts
- Establish a legacy the Town of Provincetown will leave behind following the commemoration
- Hire a Managing Director – part time through 2017, full time 2018, 2019, 2020-4-year budget is \$75k
  - a. Begin Strategy for grant money from MOTT – waiting for direction from MOTT
  - b. TD Bank Sponsorship opportunity and involvement – TD Bank approached the Tourism Office for possible sponsorship opportunities for 2020 commemorations and events. RM and JB believe that Seamen’s Bank is Provincetown’s Community Bank and staff should approach the bank regarding potential sponsorship. VSB and Tourism Office are open for future talks and sponsorship opportunities.

4. Feedback from businesses regarding ongoing season (requested by Cathy Nagorski)

Hersh Schwartz- heard from restaurants having the best year they’ve ever had. Retailers are still struggling. Numbers seem to be down, but business seems to be good.

Bob Sanborn- heard mixed things. May and June were a bit slow, but July and August have been incredible. Some restaurants have been doing really well. Demographics are changing, more international visitors coming to Provincetown. The number of bachelorette parties has increased. The weddings seem to be continuing.

*more*

Rick Murray – July 4 weather affected the overall season numbers.

5. Usage of commissioned video footage (requested by Cathy Nagorski)

The VSB and Tourism Office received the Food Video that was commissioned in February. The video can be used at conferences and trade shows to promote Provincetown as a foodie destination. Staff and Marmillion + Co discussed future usage and video strategy moving forward, including a video contest / challenge, offer town businesses to use the VSB videos to promote their businesses.

**Move to approve up to \$2,500 to initiate a video contest online to acquire video footage showcasing different facets of Provincetown.**

**Motion: Rick Murray                      Second: Hersh Schwartz                      5-0-0 (Mick Rudd was absent for this vote)**

6. Spring Provincetown Business Summit follow-up (requested by Cathy Nagorski)

Frank Vasello approached the Tourism Office for a possible Food and Wine Festival in June. Staff will plan Fall Business Summit in late October / early November. Possible keynote speaker on retail and retail marketing.

7. 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.

- **Big E:** Ship media to the Big E for MOTT booth in the Massachusetts building at the Eastern States Exhibition September 12-28 – We provide Chamber Guides, PBG Guides, VSB rackcard & event calendars, In The Path of The Pilgrims – Attendance 2013 = 1,481,917; 2012 = 1,365,896

**Move to approve up to \$350 for shipping media material to Big E fairgrounds, Springfield MA.**

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

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

- **Tour Guide Appreciation Day:** Cape Cod & Islands Tour Guide Association (CITGA)

**Move to approve up to \$2,000 for Tour Guide Appreciation Day 2014.**

**Motion: Bob Sanborn                      Second: Hersh Schwartz                      6-0-0**

**Discussion:** Rick Murray asked for the date of the event and whether the itinerary has been established.

- **State Grant Money:** Waiting to receive contract outlining how the \$60K can be spent and what paperwork is required to report back to Commonwealth of Massachusetts – The \$60K needs to be spent during fiscal year 2015
- **Website:** Received contract from Milo – Once signed by Town Manager we will begin the process of developing the new tourism website
- **Video Strategy:** Marmillion+Co is providing an outline with a strategy to maximize the use of Provincetown videos – We met, to brainstorm, with Val Marmillion Tuesday 2 September – Results to be shared with VSB
- **Business Owner Feedback:** Jimmy’s Hideaway up to last year - Patio +.8% to LY covers -1.5% increased prices 3.5% - Connie’s Bakery is having the best year in business history, 4<sup>th</sup> year in new location
- **Design and Resiliency Team: (DART)** On September 16,17 & 18 DART will be visiting Provincetown and meeting with town board members to receive feedback on housing needs, affordable housing and sustainability of housing

8. 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  
Bob Sanborn – none  
Marian Peck – none  
Mick Rudd – none  
Rick Murray - none

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

**Move to approve the minutes from 8.13.2014.**

**Motion: Bob Sanborn                      Second: Jim Bakker                      6-0-0**

**Move to adjourn.**

**Motion: Rick Murray                      Second: Jim Bakker                      6-0-0**

Meeting was adjourned at 4:40 pm.

Respectfully submitted,  
Radu Luca