

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from October 15, 2014, 3:05 pm  
Tourism Office, 330 Commercial Street**



**Members present:** Cathy Nagorski – Chair, Hersh Schwartz, Bob Sanborn, Marian Peck, Mick Rudd

**Members absent:** Jim Bakker- Vice Chair – excused, Rick Murray

**Meeting was called to order at 3:00 pm by Jim Bakker.**

**Staff:** Anthony Fuccillo, Radu Luca

**Others:** Lynette Molnar – Girl Power Productions

**Agenda:**

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

Lynette Molnar – showed up before the VSB to ask for an extended deadline for submitting the final reports for FY 14 WoC, Single Women’s Weeend and Girl Splash

**Move to extend the deadline for FY 14 Women of Color in submitting the final report.**

**Motion: Mick Rudd**

**Second: Marian Peck**

**5-0-0**

Discussion: Bob Sanborn concerned about the number of women here for Women’s Week, would not want to come as a disincentive for someone who’s worked hard to market to women. For first time had to close the PAGH, concerned with the dropping attendance, the deteriorating effect in attendance, speaking from marketing the town to women. Need to brainstorm to figure out what we need to revive this specific event and bringing more people here in the shoulder season. Both weekends however were sold out.

Hersh Schwartz: Women’s Week is not as big ever since Women’s Week started spreading over 2 weekends.

Mick Rudd: encountered similar issues in dropping numbers for the Great Provincetown

Schooner Regatta. Asked whether Women's Week offers any sort of accommodation packages.

Lynette Molnar: the price of hotel rooms can be a cause for the dropping numbers in Women's Oriented Events.

**Move to extend the deadline for FY 14 Single Women's Weekend in submitting the final report.**

**Motion: Mick Rudd**

**Second: Marian Peck**

**5-0-0**

**Move to extend the deadline for FY 15 Girl Splash in submitting the final report.**

**Motion: Mick Rudd**

**Second: Marian Peck**

**5-0-0**

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

None

3. Beautification Committee- update and future plans (requested by Cathy Nagorski)

(Beautification Committee representatives are absent)

Mick Rudd: Beautification Committee is the only town board funded by another Board (i.e. the Visitor Services Board). Beautification needs a lot of guidance and supervision and professionally managed.

Cathy Nagorski: the VSB doesn't need to micromanage the Beautification Committee. Disappointed that BC representatives are not here to present a budget for next year and goals.

Tony Fuccillo: Eric Larsen, the new DPW Deputy Director, has been working closely with the BC. DPW can work with BC on future plans and there should be better management of funds, resources and needs.

4. Five-Year Plan Fiscal Year 2016 – 2020. Discussion dependent. Motions may be made. Votes may be taken (requested by Cathy Nagorski)

Staff presented the Five-Year Plan Fiscal Year 2016 – 2020. The VSB suggested an increase in the tourism grant budget for FY16.

5. 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.

- **USA Today Travel Guide:** Winter Travel Guide and Summer Travel Guide – November to April and May to October – For the past three years USA

*more*

Today has partnered with Orbitz to reach optimal travel enthusiasts - Orbitz emails 5 million digital issues - USA Today emails 1 million digital issues to their travel enthusiast - USA Today also prints 500 thousand issues for newsstands - The ads range from 1/8 page at \$1,500 to \$12,000 for full page - I would like to buy a 2 page spread as an advertorial in both issues - USA Today will give us 2 pages for \$10,000 each - One issue \$20,000, both issues \$39,000.

- **Improper Bostonian:** Would the board like to consider advertising in Improper Bostonian - Biweekly published online and new magazine format - **1/6 (vertical or horizontal) 1x=\$1,950 6x=\$1,750 13x=\$1,550 25x=\$1,400**
- **LGBT Virtual Travel Expo:** We are participating in a an online expo November 15 & 16 - 10am to 12pm B2B and 12pm to 5pm B2C, The vendor has offered us a complimentary trial for his first virtual expo
- **PBG Guide:** The PGB has offered the VSB a complimentary ¼ page ad in the 2015 guide

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

➤ **Cape Cod Chamber of Commerce;**

**Move to approve \$162.00 for annual Cape Cod Chamber of Commerce membership 11/1/14 to 10/31/15**

**Motion: Bob Sanborn**

**Second: Hersh Schwartz**

**5-0-0**

- **MOTT Grant:** New format requiring matching funds - I have provided match funds to Plymouth 400 Inc. We will receive 4 quarterly payments of \$15K

**MOTT Matching Funds**

<b>Budget Allocation</b>		<b>50% of Total Expense Allocated</b>
\$40,000	\$20,000	Marmillion + Co Strategic Communications
\$15,000	\$7,500	Ellsworth Creative Graphic Design Services

*more*

\$30,000	\$15,000	Radio Commercial Spots
22,000	\$11,000	New Website
		<b>100% of Total Expense Allocated</b>
15,000	\$15,000	General Tourism Funds Allocated
\$122,000	68,500	<b>Total</b>

➤ **Retail Shop Business Trends:**

- **R68M:** Owners said the first season has exceeded their expectations – They have shipped merchandise all over the country, California, Texas, Illinois, Pennsylvania, WDC to name some – They have a second store in Jamaica Plain and said the Provincetown store is doing better
- **Wardrobe:** Owner is very happy with business this season – Sales exceeded last year and there is very little to markdown for end of season sale
- **Klymaxx:** Owner had a strong year and is very happy with sales – Traffic was great and they had many new customers

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

Hersh Schwartz- is on the board for SKIP and they’re having an upscale fundraiser the Saturday after Thanksgiving. Tickets are \$75 each. The fundraiser will be at Ted Cormay’s house- a volunteer with the SKIP.

Cathy Nagorski – saw David A. Cox’s drone videos and was very impressed. Staff should engage DAC for possible projects for the VSB.

Marian Peck – none

Bob Sanborn – none

Marian Peck - none

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

**Move to approve the minutes from 10.1.2014.**

**Motion: Hersh Schwartz                      Second: Bob Sanborn                      5-0-0**

**Move to adjourn.**

**Motion: Hersh Schwartz                      Second: Bob Sanborn                      5-0-0**

Meeting was adjourned at 5:00pm.

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Respectfully submitted,  
Radu Luca