

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from November 5, 2014, 3:00 pm  
Tourism Office, 330 Commercial Street**



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

**Members absent:**

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

**Staff:** Anthony Fuccillo, Radu Luca

**Others:** Candy Collins-Boden – Provincetown Chamber of Commerce, Shira Kavon – Curio More Than Coffee

**Agenda:**

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

Candy Collins-Boden thinks the Business Summit on Monday, November 3, was a success. Shira Kavon – Curio More Than Coffee – introduced herself to the VSB and said they had a good first season. She thanks the VSB for having open meetings and inviting everyone to participate

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

Hersh Schwartz – BOS is considering putting out for bid for five years six parking spaces in front of Art's Dune Tours and two spaces in front to Town Hall. Art's Dune Tours has been here 68 years, they are an institution, thinks they should be grandfathered in. Urges the VSB to voice their opinion and support the two businesses by writing a letter to the BOS.

Bob Sanborn agrees with HS. These are two main Provincetown attractions and although he is a supporter of free market economy, these two businesses should have support from

BOS. Putting the spaces out for bid would have a negative impact on the two business and they should be given first right of denial.

**Move that the VSB recommends to the BOS at their fall traffic meeting that they consider all pros and cons of all parties involved regarding putting up for bid the parking spaces at Standish Street and in front of Town Hall, as well as the longevity of the two businesses that currently rent those parking spaces and their impact on tourism and the local economy.**

**Motion: Hersh Schwartz**

**Second: Bob Sanborn**

**Discussion:** RM urges Staff to be careful in drafting the letter and not overstep any legal issues. The VSB needs to support all the businesses in town and should be careful in supporting and drafting such a letter.

HS disclosed that Rob Costa of Art's Dune Tours asked for the VSB's support on this matter. JB believes we don't have all the facts, they are strong tourism attractions, we should support these businesses and their longevity and that the VSB should write a letter to the BOS

**Roll call vote: 7-0-0**

Rick Murray yea

Mick Rudd yea

Marian Peck yea

Mick Rudd yea

Jim Bakker yea

Hersh Schwartz yea

Cathy Nagorski yea

Bob Sanborn yea

### 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.

➤ **LGBT Virtual Travel Expo:** Topher and Radu completed digital booth set-up the online expo will take place 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

➤ **Curve Magazine:** Place two 1/3 page vertical print ads next to editorial at \$1,566.34 each – Includes 25,000 leaderboard impressions – the publication is in digital format for desktop and tablet

**Move to approve \$3,132.68 for two 1/3-page ads in Curve Magazine.**

**Motion: Jim Bakker**

**Second: Marian Peck**

- Page 3

Discussion: CN could this be part of a co-op with other Tourism Organizations, such as the PBG, for a better price and size.

Motion and Second withdrawn

Items was tabled until the next meeting.

- **HotSpots:** Waiting to hear back from them with a quote for a Provincetown Florida Pride campaign from late February through early April

**Move to approve \$8,500 for 6 ads in HotSpots magazine campaign.**

**Motion: Marian Peck**

**Second: Rick Murray**

**Discussion:** RM believes we shouldn't advertise past March issues, possibly mid-February through mid-March.

BS believes that dates are critical in tapping into the Florida reciprocal market and some dates yield a better return.

TF clarified that in order to get this deal the VSB would have to advertise 6 weeks in a row

VSB asked for flexibility regarding the consecutiveness of the issues.

**Roll call vote: 7-0-0**

Rick Murray yea

Marian Peck yea

Mick Rudd yea

Jim Bakker yea

Hersh Schwartz yea

Cathy Nagorski yea

Bob Sanborn yea

Mick Rudd yea

- **Dunes December Special:** 200 commercial spots on Dunes 102.3 to promote shopping, New Year and romantic winter weekends.

**Recommended motion to approve \$679 for 200 spots on Dunes Radio.**

**Motion: Rick Murray**

**Second: Jim Bakker**

**Roll call vote: 7-0-0**

Rick Murray yea

Marian Peck yea

Mick Rudd yea

Jim Bakker yea

Hersh Schwartz yea

Cathy Nagorski yea

Bob Sanborn yea

- **Cape Cod Chamber Meeting and Event Guide:** Place two page spread in the media and event guide – 10,000 print copies distributed at 37 meeting planner conferences and trade shows – Listing on capecodweddings.com &

*more*

capecodmeetings.com – Assorted banner ads on these websites with click through to provincetowntourism.com

**Move to approve \$4,200 for the Cape Cod Chamber Meeting and Event Guide.**

**Motion: Mick Rudd**

**Second: Hersh Schwartz**

**Roll call vote: 7-0-0**

Rick Murray yea  
Marian Peck yea  
Mick Rudd yea  
Jim Bakker yea  
Hersh Schwartz yea  
Cathy Nagorski yea  
Bob Sanborn yea

- **Discover New England:** Registration and booth fees for April 27-29 DNE

**Move to approve \$950 plus travel for Discover New England 2015 registration.**

**Motion: Rick Murray**

**Second: Jim Bakker**

**Roll call vote: 7-0-0**

Rick Murray yea  
Marian Peck yea  
Mick Rudd yea  
Jim Bakker yea  
Hersh Schwartz yea  
Cathy Nagorski yea  
Bob Sanborn yea

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

- **D.A.R.T:** November 17-19
- **Film Society:** Marquee for front of Whalers Wharf to promote the theater – Visitors to the town have difficulty finding the Water's Edge Cinema – The Film Society is applying for an Mass Cultural Foundation grant and is requesting the VSB provide a letter of support for the grant
- **Provincetown Business Summit:** Additional funds needed to cover summit expenses

**Move to send a letter of support for the Provincetown Film Society's application to increase their visibility year-round to visitors and residents alike.**

**Motion: Mick Rudd**

**Second: Jim Bakker**

**Roll call vote: 7-0-0**

Rick Murray yea  
Marian Peck yea  
Mick Rudd yea

• Page 5

Jim Bakker yea  
Hersh Schwartz yea  
Cathy Nagorski yea  
Bob Sanborn yea  
Mick Rudd yea

**Move to approve \$2,555.98 for Provincetown Business Summit Fall 2014 additional expenses.**

**Motion: Hersh Schwartz**

**Second: Jim Bakker**

**Roll call vote: 6-1-0**

Rick Murray nay  
Marian Peck yea  
Mick Rudd yea  
Jim Bakker yea  
Hersh Schwartz yea  
Cathy Nagorski yea  
Bob Sanborn yea

➤ **ABA Membership Dues 2015:** Dues with Group Connect Enhanced listing –

**Move to approve \$614.00 for American Bus Association Membership Dues.**

**Motion: Mick Rudd**

**Second: Hersh Schwartz**

**Roll call vote: 7-0-0**

Rick Murray yea  
Marian Peck yea  
Mick Rudd yea  
Jim Bakker yea  
Hersh Schwartz yea  
Cathy Nagorski yea  
Bob Sanborn yea

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

Hersh Schwartz – was disappointed that the PBG wasn't properly represented at the Business Summit.

Rick Murray – VSB has been advertising and promoting all aspects of Provincetown, including arts and culture, shopping, events, etc.

RM sat at a very robust LGBT table at the Summit in April. Approximately 20% or more of our marketing funds go towards promoting Provincetown to women. Believes we need to start promoting summer events as well. Not having a Beaux Arts Ball in Provincetown came as a huge disservice for the town and the VSB, who's been promoting the event.

*more*

• Page 6

Cathy Nagorski – agrees with Rick Murray on the cancelation of the Beaux Arts Ball, but luckily this didn't change the beauty of Halloween in Provincetown, which was great businesswise.

Marian Peck – believes it is up to the Arts community to come to their reps on the VSB and before the VSB to advertise and promote in various publications and markets.

Bob Sanborn – thought the Business Summit was great, it was unfortunate that the PBG wasn't present. Heard Angela Russo's comment at the Summit that the Town and the VSB weren't doing enough to promote the arts and art galleries; would like to entice the art organizations in town to apply for a grant to promote their iconic Friday nights gallery strolls.

Also, it would be great for the arts community to apply for a grant to promote plein-air painting in Provincetown and their businesses.

The LGBT group at the Summit was not well attended and the PBG should have been present. The discussion included topics like how Provincetown would manage to keep its edge promoting to the LGBT market. Also thinks that advertising in reciprocal markets, such as Florida, through HotSpots and similar publications. Also, thinks Key West's Halloween Zombie Bike Ride would be a great idea for Provincetown.

Jim Bakker – one takeaway from his table at the Summit is that stakeholders need to change their mindset and not call the shoulder season the off-season, since the VSB is promoting Provincetown as a year-round destination

Mick Rudd – would like to apologize to the VSB and Staff for not being able to attend the Business Summit. Would like to apologize to RM and the VSB that during the DART meeting may have made a comment that may have been interpreted as inappropriate.

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

**Move to approve the minutes from 10.15.2014.**

**Motion: Hersh Schwartz**

**Second: Jim Bakker**

**Roll call vote: 6-0-1**

Rick Murray abstain

Marian Peck yea

Mick Rudd yea

Jim Bakker yea

Hersh Schwartz yea

Cathy Nagorski yea

Bob Sanborn yea

**Move to adjourn.**

**Motion: Hersh Schwartz**

**Second: Jim Bakker**

**Roll call vote: 7-0-0**

Rick Murray yea

Marian Peck yea

*more*

- Page 7

Mick Rudd yea  
Jim Bakker yea  
Hersh Schwartz yea  
Cathy Nagorski yea  
Bob Sanborn yea

Meeting was adjourned at 4:40pm.

Respectfully submitted,  
Radu Luca