

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



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

**Members absent:** Marian Peck, Mick Rudd

**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

**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.

None

3. Tourism Director's report

- A. Approval of media placements, brochures and 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.
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- **Cape Cod Travel Guide:** Annual publication - Place 1/6 page print ad, 12 month banner ad and 12 month tile ad on capecodtravelguide.com – **Tabled to review ad sizes and prices**
  - 1/6 Page = \$1,525                      1/2 Page = \$3,055
  - 1/3 Page = \$2,035                      2/3 Page = \$3,850 Includes Bonus Digital ads and listings
  - Full Page = \$4,870 Incudes Bonus Digital ads and listings

**Move to approve \$3,850 for 2/3-page ad in the Cape Cod Travel Guide.**  
**Motion: Jim Bakker                      Second: Rick Murray                      5-0-0**

- **Following three shows for VSB discussion:**
- **Aspen Gay Ski Week:** 2015 will be their 38<sup>th</sup> year - 11-18 January - Go to [www.gayskiweek.com](http://www.gayskiweek.com) for details

ASPEN GAY SKI WEEK 2015	EXPENSE	EXPENSE	EXPENSE
January 11-19 2015	2 People	1 Person	2 1/2 People
Booth	1,000	1,000	1,000
Hotel 10-19 January (5 night minimum) @\$360+	8,000	4,000	4,000
Airfare per person \$800	1,600	800	1,600
Meals \$10 \$20 \$30	1,200	600	600
Taxi Service to/from airport	200	100	200
Shipping Material	800	800	800
<b>Total</b>	<b>12,800</b>	<b>7,300</b>	<b>8,200</b>

Sponsorships are from \$5,000 - \$100,000

- **Winter Party Festival:** March 4-9 2015 – Go to [www.winterparty.com](http://www.winterparty.com) for details

Miami Winter Party 2015	EXPENSE

March 4 - 9 2015	2 People
Booth (estimated)	2,000
Hotel 3 - 9 March @\$329+	2,800
Airfare per person \$300	600
Meals \$10 \$20 \$30	840
Taxi Service to/from airport	200
Shipping Material	800
<b>Total</b>	<b>7,240</b>

Sponsorships: Information not available

- **Gay Days Orlando:** June 2 – 8 – Go to [www.gaydays.com/Featured/gay-days-orlando](http://www.gaydays.com/Featured/gay-days-orlando) for details

GAY DAYS Orlando 2015	EXPENSE	EXPENSE
	2015	2014
<b>June 2 -8 2015</b>	<b>3 People</b>	<b>3 People</b>
Booth	1,250	1,250
Hotel 1 - 8 June, 7 nights @ 195 per person	2,925	1,811
Airfare per person \$410	1,230	920
Meals \$10 \$20 \$30	1,170	862
Taxi Service	200	206
Shipping Material	1,200	1,182
Models 3	1,200	1,150
DJ for Pool Party	750	0
<b>Total</b>	<b>9,925</b>	<b>7,381</b>

Sponsorships: Pool Party \$5,000 Last Year Comp

- **Note: Val Marmillion’s response when asked about these shows** “My view having attended many of these events is that there are more people who are tuned in looking at the websites for these events than actually going to them and I think that, even though some still popular, the circuit scene is diminished from its once lofty place. Aspen definitely attracts the rich boys and their suitors or vice-versa, so they do have active credit cards for travel. I'm just not sure that there would be returns for Ptown from the Aspen event, as it is spread all over the place. Now, for



- Building is on National Register of Historic Places, will need approval from Historic District Commission (Note: Town is seeking grant to restore exterior of building)
- Documentation of purpose it will be serving within the scope of the VSB mission
- Provide insight on how the kiosk will provide additional service beyond the staffed Chamber of Commerce, Tourism Office Information Center and Town Hall Tourist Greeter
- Staffing will need to be provided through volunteers or paid non-town employees (Due to accessibility and conditions the Senior Volunteer Program will not be eligible)
- Application For A Hearing to the Zoning Board of Appeals for an Outdoor Display Permit including abutter notifications and lot coverage density summary
- David Gardner expressed a space concern already existing in front of the building with bike racks, public space and USPS box access
- Site plan with architectural drawings including elevation

➤ **IGLTA Membership Dues:** Received renewal today

**Move to approve \$720 for IGLTA annual membership dues.**

**Motion: Rick Murray**

**Second: Hersh Schwartz**

**5-0-0**

➤ **Tourism Grant Review:** 11 December 2014 – 9am to 5pm - Light breakfast and lunch will be provided – If you haven't already, please confirm your lunch choice

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

Hersh Schwartz – none

Rick Murray – instructed Staff to ask for feedback from organizers and producers regarding marketing money spent on sponsored projects.

Cathy Nagorski – would like to discuss the possibility of moving the VSB to a different day of the week and different time.

Marian Peck – none

Jim Bakker – none

Bob Sanborn – none

Mick Rudd – none

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

**Move to approve the minutes from 11.19.2014.**

**Motion: Hersh Schwartz**

**Second: Jim Bakker**

**5-0-0**

*more*

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**Move to adjourn.**

**Motion: Jim Bakker**

**Second: Hersh Schwartz**

**5-0-0**

Meeting was adjourned at 4:30pm.

Respectfully submitted,  
Radu Luca