

**Town of Provincetown
Visitor Services Board
Meeting Minutes from
Tuesday, March 6, 2007
Judge Welsh Hearing Room**

Chairman Lynne Davies convened the meeting at 10:20 AM noting the following attendees:

Members Present: Lynne Davies, Chairman; Kathleen Fitzgerald; Laurel Guadazno and Hersh Schwartz

Excused Absence: Peter Bez, Vice Chairman; Michael Peregón and Mick Rudd.

Other attendees: Bill Schneider, Administrative Director of Tourism; David Gardner, Administrative Assistant II; Provincetown Cultural Council members Cherie Mittenthal, Pasquale Natale, Amy O'Hara and Frank Vasello.

FY08 MUNICIPAL ENHANCEMENT REQUEST – PROVINCETOWN LIBRARY

Debbie DeJonker-Berry, Provincetown Library Director, presented the proposal to fund the purchase of chairs for the library in order to avoid renting chairs each time an event occurs at the library. The VSB recommended the Library Director look at additional chairs, including folding chairs, which might meet the Library's criteria for durability, comfort and portability, yet would reduce the purchase price.

MOTION: Move to approve \$3,500 from the FY08 Municipal Budget to purchase chairs for the Provincetown Library at a cost not to exceed \$40 per chair.

MOTION: Laurel Guadazno; Seconded: Kathleen Fitzgerald; Yea: 4; Nay: 0; Abstain: 0

PROVINCETOWN CULTURAL COUNCIL – ART IN PUBLIC PLACES AND AIDS MEMORIAL

The Cultural Council presented an update on their progress. They have reviewed a variety of Town property for suitable locations for the AIDS Memorial and concluded the Town Hall lawn was considered the most appropriate place for the AIDS Memorial. The Cultural Council seeks to combine both the \$10,000 for Art In Public Places and \$5,000 for AIDS Memorial to create a more durable piece that will have a more visible presence. A separate piece of art honoring fisherman and the fishing industry will be pursued by the Cultural Council for the Waterfront Park at a later date with funding to be determined.

The ADT was requested to speak with the sponsor of Article 30 of the 2003 Annual Town Meeting Article 30 to ensure the combining of the two projects does not contradict the original intent of the Town Meeting article. If no serious objection is presented, then the VSB will vote to combine the two pots of money in order for the Cultural Council's planning of the AIDS Memorial to continue, whether it be located in the Waterfront Park or on the Town Hall lawn.

FY08 WOMR ANNUAL PROVINCETOWN JAZZ FESTIVAL GRANT APPLICATION

David Meyer read a statement from WOMR regarding the ongoing mediation between WOMR and Bart Weisman.

Bart Weisman stated that he is proud of the planning that has gone into the Provincetown Jazz Festival. The Provincetown Jazz Festival is a good project for the Town.

After dialogue was exchanged between Messrs. Meyers and Weisman reflecting there had not been an agreement reached between the parties, Chairman Davies suggested they continue to attempt to resolve the dispute and report back to the VSB. Until such time as a resolution is reached, the VSB will hold the FY08 grant application in abeyance.

The ADT expressed concern that the reprinting of the 2007 Calendar of Events, required for upcoming consumer trade shows, should reflect whether or not the Provincetown Jazz Festival is scheduled, and if so, what dates and which name should appear on this marketing brochure. Chairman Davies requested

Messrs. Meyers and Weisman agree upon the name "Jazz Festival" with the dates August 10 - 12, 2007. Both parties agreed upon the proposed name and dates for this event.

MOTION: Move to go forward with the printing of the calendar with the listing of "Jazz Festival" for the dates of August 10 – 12, 2007.

MOTION: Hersh Schwartz; Seconded: Laurel Guadazno; Yea: 4; Nay: 0; Abstain: 0

MEDIA PLAN UPDATE

The ADT presented a review from FOCUS Communications, which summarized the successful efforts to bring journalists and travel writers to Provincetown. During 2006, the Office of Tourism hosted 18 "fam trips" that produced 10 feature stories. An additional four stories are slated to be published during Spring 2007, bringing the total success rate to 75%. The total circulation of these combined efforts is over four million, which equates to an equivalency of nearly \$237,000 in advertising dollars, more than double the PTO's budget.

Contracts for both graphics design and public relations will expire at the end of June, and the ADT suggests promulgating an RFP for a two-year contract with a review after one year, provided the incumbent vendors are retained.

Mock-ups for a new rack card were distributed to members of the VSB and suggestions were made about expanding one of the comps to include a variety of eco-tourism photos.

MOTION: Move to approve funding six one-quarter page advertisements in *Best Read Guide* from May through October 2007 in the amount of \$1,066 per insertion and distribution of 50,000 rack cards at the rate of \$1,875 from the FY07 marketing budget.

MOTION: Laurel Guadazno; Seconded: Kathleen Fitzgerald; Yea: 4; Nay: 0; Abstain: 0

APPROVAL OF MINUTES

MOTION: Move to approve the minutes of the February 21, 2007 meeting as submitted.

MOTION: Hersh Schwartz; Seconded: Laurel Guadazno; Yea: 4; Nay: 0; Abstain: 0

The PTO has seen a significant increase in lead requests from the PTO website, indicating a positive ROI on the aggressive advertising campaign implemented. A discussion ensued about how to handle lead requests, including creating a menu selection for visitors to select which brochure they would like to receive (i.e., Chamber of Commerce, PBG, Wheelchair Accessibility Guide). This will expedite the fulfillment of these requests as well as reduce the postage expense associated with sending all brochures to every lead request.

Meeting adjourned at 12:15 PM.