

**Town of Provincetown
Visitor Services Board
Meeting Minutes from
Friday, August 10, 2007
Judge Welsh Hearing Room**

Chairman Rob Tosner convened the meeting at 10:00 AM noting the following attendees:

Members Present: Rob Tosner, Chair; Kathleen Fitzgerald, Vice Chair; Peter Bez; Laurel Guadazno; Michael Peregony; and Hersh Schwartz.

Excused Absence: Mick Rudd

Other attendees: Bill Schneider, Administrative Director of Tourism; David Gardner, Administrative Assistant II, Michelle Jarusiewicz, Grant Administrator;

Austin Knight, Board of Selectman; Lynn Davies, Board of Selectman; Stephen Milkewicz, Historical Commission; Patrick Eely, Zoning Board of Appeals; Lisa Bowden, Cultural Development Coordinator; Candy Collins-Boden, Chamber of Commerce; Barbara Rushmore, Ken DiLeregorio, Cooper Ray and Stephen Jerome.

PUBLIC STATEMENTS

Ken DiLeregorio and Cooper Ray, The Great Provincetown Schooner Regatta are taking over organization of the Regatta race to ensure the event does occur on September 9, 2007. The organizers are looking for additional advertising opportunities and resources to publicize that the race will indeed occur this year. The group has been out into town seeking sponsorship and corporate sponsorship to make the Regatta financially stable year after year.

Stephen Jerome, Pan Mass Challenge participant, the town should seek some coop-marketing opportunities for the visitors of Pan Mass Challenge race to entice them to remain in town after the event to patronize the shops, restaurants, theaters and other attractions in town. The Pan Mass Challenge attracts thousands of riders and family members who meet them at the finish line.

Barbara Rushmore. Presented the VSB a proposal for a Row of Trees in the Municipal Parking Lot. The proposal calls for up to 11 trees to be planted along the northern border of the Municipal Parking lot adjacent to Ryder Street Extension. The trees would be planted between every other parking stall along that frontage.

HISTORIC WALKING TRAIL

Stephen Milkewicz, Historical Commission. The Commission was not really aware of the item in advance and thus has nothing to report from the Committee but is willing to report back to Historical. The VSB is seeking from the Historical committee and Cultural Council, a list of historical places in town that should be included on the walking trail. Stephen Milkewicz will report back to the Historical Commission at their next meeting to get feedback from them at the August 24th meeting.

The Tourism Director will reach out to the chair of the Cultural Council to ask them to address the walking trail at their next meeting.

VSB should attend Adams Grant Task Force meeting on Friday, August 24, 2007 at 9:30 AM and then convene the regularly scheduled VSB meeting after that meeting in order to hear the discussion on the paving of Commercial Street.

FY2008 FINANCIAL RECAP

The VSB budget for FY2007 unaudited balance, not including committed funds, has a carry over of \$114,012 to FY2008. For FY2007, the budget to actual showed a deficit of \$17, 170; that was covered by

unexpended FY06 funds.

As to recommendation for the use of the fund balance, I suggest looking carefully at the commitments yet to be paid before making any decisions.

The VSB has also expressed an interest in refurbishing the Waterfront Park. This may be an appropriate use of these funds.

FY2009 FIVE-YEAR PLAN FOR TOURISM FUND EXPENDITURES

Continued to the next meeting.

DIRECTOR OF TOURISM REPORT

Massachusetts Office of Travel and Tourism

Next week, the Provincetown Tourism Office will host the quarterly meeting of the Massachusetts Office of Travel and Tourism ("MOTT") strategic marketing group as preparations continue for next year's Travel Industry Association's International Pow Wow. Provincetown was selected as the perfect summer venue, at the height of Carnival week, for this meeting.

The Director of Tourism is collaborating with MOTT on a marketing initiative that will introduce the new GLBT co-op marketing campaign throughout the state to regional tourism councils, local Chamber of Commerce representatives and business owners via a tri-city presentation.

Tourism Fund Grant Update

The unencumbered fund balance for promotional grants is \$2,596 from FY 2007 and \$550 from FY 2008, for a total of \$3,146.

The Director of Tourism recommends the following timeline for FY2009 promotional grants:

- Thursday, November 1, 2007 – Applications available and public hearing notice posted for four weeks)
- Wednesday, January 16, 2008 – Application deadline for FY2009 promotional grants
- Thursday, January 17, 2008 – Grant applications submitted to VSB for review
- Wednesday/Thursday, January 23-24, 2008 – VSB meetings to review grant applications
- Monday, May 12, 2008 – BOS meeting with VSB to approve FY 2008 grant recommendations

As a pre-emptive measure to alleviate problems with grantees not submitting requests for disbursement and final reports in a timely manner, the Director of Tourism recommends in lieu of sending a side letter which confirms grant funding will be set aside if requests for disbursement (including submission of final reports with supporting documentation) are filed after the deadline, future grant agreements be amended to include the following language:

"Unless otherwise approved by the Town in writing, the (Name of Grantee) expressly agrees to submit the final report and request for disbursement as outlined under the terms of this Grant Agreement. In the event the (Name of Grantee) fails to submit the documents as required, the grant disbursement shall be forfeited." _____ (Initials of grantee)

Motion: Move that the VSB approve the grant schedule and recommend the following amendment to the grant agreement to the Board of Selectmen:

"The (Name of Grantee) expressly agrees to submit the final report and request for disbursement as outlined under the terms of this Grant Agreement. In the event the (Name of Grantee) fails to submit the documents as required, the grant disbursement shall be forfeited."
_____ (Initials of grantee)

MOTION: Peter Bez; SECONDED: Rob Tosner; Yea: 5; Nay: 1; Abstain: 0

FY 2008 Media Plan

The Director of Tourism has begun to implement the FY 2008 media plan. The following publications have negotiated a publishing/advertising contract with the PTO:

Group Tour Magazine - Four one-half-page horizontal four-color advertisements will appear in the February, May, August and November issues of Group Tour Magazine Northeast. This publication is sent to 15,000 travel agents, motor coach companies, group leaders, tour operators, receptive operators and bank club directors. In addition, reader service inquires (which are active marketing leads) will be provided to the Tourism Office by Group Tour Magazine each month^[1] (including mailing labels and a detailed report), and the Tourism Office website will be featured on a tiered banner advertisement on the www.GroupTourMedia.com website. The PTO VNR library will also be featured on the Group Tour Media video gallery. The ad rate is \$2,732.75 per insertion, which is a discount from the media rate of \$3,215 per insertion. The ad equivalency for the added value components is \$2,460, for a total annual savings of \$4,389.

Motion: Move the VSB approve the 12-month contract with Group Tour Magazine in the amount of \$10,931.

MOTION: Laurel Guadazno; SECONDED: Rob Tosner; Yea: 6; Nay: 0; Abstain: 0

Audubon Magazine - One four-color one-third page advertisement will appear in the March/April 2008 issue. This publication has been connecting people with nature for 120 years. Audubon has a circulation of 407,000 with a readership of 1.6 million. The proposed ad will promote Provincetown's annual "May migration" and will feature a crimson sunset shot of Cape Cod Bay, filled with birds. The caption will read "One of America's national treasures is only 20 minutes from Boston" and will include a cross-promotional partnership with Cape Air. The ad rate of \$5,000, which is a 50% reduction from the rack card rate, includes distribution of Provincetown's 2008 Calendar of Events from the Audubon Center in Greenwich, CT.

Motion: Move the VSB approve the insertion order for a one-third page four-color ad for the March/April 2008 issue of Audubon Magazine in the amount of \$5,000.

MOTION: Hersh Schwartz; SECONDED: Michael Peregón; Yea: 6; Nay: 0; Abstain: 0

TomOnTour - A one-page four-color advertisement will appear in the November 2007 edition of the third "Tom On Tour" gay-friendly USA travel guide. This publication has a distribution base of 60,000 (in both English and German) throughout Austria, Switzerland, Holland, Belgium and England at selected GLBT locations, events and consumer travel shows. The ad rate is EUR 1,500 (approximately \$2,020).

Motion: Move the VSB approve the contract for a one-page ad in the November 2007 Tom On Tour Travel Guide in the amount of EUR 1,500 (approximately \$2,020).

MOTION: Hersh Schwartz; SECONDED: Rob Tosner; Yea: 6; Nay: 0; Abstain: 0

Discover New England - A one-half page four-color advertisement in the annual "Discover New England 2008" guide will be published in November of 2007. Serving as the official consumer travel guide for the United Kingdom, this publication has a distribution of 95,000 and readership of 173,000 via *Essentially America* (the UK's only consumer magazine dedicated to showcase U.S. destinations), electronic download through Discover North America travel directory, and via Discover New England's website. The demographics for this publication include 68% travelers who have been to North America eight or more times, plan 1.9 trips per year and stay an average of 16 days per vacation. The rate negotiated for this advertisement is \$4,095 (discounted from the regular rate of \$4,211).

Motion: Move the VSB approve the contract for a one-half page ad in the annual Discover New England 2008 guide in the amount of \$4,095.

MOTION: Hersh Schwartz; SECONDED: Laurel Guadazno; Yea: 6; Nay: 0; Abstain: 0

APPROVAL OF MINUTES

MOTION: Move to approve the minutes of the June 20, 2007 meeting as submitted.

MOTION: Kathleen Fitzgerald; Seconded: Hersh Schwartz; Yea: 6; Nay: 0; Abstain: 0

NEW BUSINESS

Signage. Candy has been meeting regarding the recommendations for signage for tourist to Parking, Restro and major town attractions. Signage will be included in 19 different locations directing to parking using the international parking signal "P".

The Great Provincetown Schooner Regatta. The Tourism Director added that a coop-marketing grant would require BoS approval which could not be placed on the BoS agenda until August 27, 2007, which means money might not be available prior to the event. Coop-Marketing grants could be used and would be consistent to similar awards in the past. T

MOTION: Move to take no action on their request.

MOTION: Peter Bez; Seconded: Rob Tosner; Yea: 6; Nay: 0; Abstain: 0

WATERFRONT MEMORIAL PARK IMPROVEMENTS

Patrick Eely presented the revised improvement plan to the Waterfront Park. Identifying the following changes since the last meeting:

- Memorial pavers would be placed at the entrance of the courtesy dock.
- Art bays are no longer included, but my be incorporated into areas of the planting.
- The planting area is now 8 feet in width.
- Wood polymer boardwalk to make pier color at approximately 4 feet in width.
- Concrete w/ exposed aggregate strip approximately 18inches in front of the benches adjacent to the boardwalk would be installed.
- The plan includes using the existing plants material and memorial trees as possible with the potential relocation of some if necessary. A survey of the existing memorial trees should be done.
- Memorial Benches not included in the cost estimate.

Rex McKinsey: bollards used on MacMillian Pier are over \$1000 a piece.

Pedestrian scaled lighting and conduit could be installed along the raised bulkhead.

The existing street light at the courtesy dock is used by those loading and unloading. Garbage cans in the middle of the park cannot be changed without dragging the bags throughout the park, and should be located at the 3 entrances.

James Mack questioned the width of the aggregate strip in front of the benches. He also clarified that the planting strip on the other end of the parking lot. James Mack will present to the Beautification Committee for a formal vote.

The Chamber and the PBG will also take a formal vote.

Lynne Davies commented that the proposed plan is a great compromise and that the original town meeting award should be adjusted to current dollars, which will likely be sufficient to cover the existing costs estimates.

Barbara Rushmore commented that there is no budgeted money to move the trees around. The plan does not include an actual layout of the existing trees, but rather a illustrated conceptual plan for landscaping.

A existing condition plan, including the memorial trees should be included, in order to accurately estimate the cost of moving the existing landscaping. Perhaps the memorial trees should remain exactly where they are in order to prevent community opposition.

Row of trees along Ryder Street Extension should be carefully considered so not obstruct the uses along that thoroughfare. The proposal of Barbara Rushmore includes far too many trees

Motion: Move the VSB authorize a public notice be posted to hold a public hearing regarding the

Waterfront Memorial Park on Wednesday, September 5, 2007 at 10:00 AM.

MOTION: Rob Tosner; SECONDED: Michael Peregon; Yea: 6; Nay: 0; Abstain: 0

The meeting adjourned at 12:20 PM.
