

**Town of Provincetown  
Visitor Services Board**

**Meeting Minutes of  
Friday, May 19, 2006  
Judge Welsh Meeting Room**

Vice Chair Peter Bez convened the meeting at 10:06 AM noting the following attendees:

VSB members: Peter Bez, Vice Chairman; Kathleen Fitzgerald; Laurel Guadazno; Michael Peregón; and Hersch Schwartz.

Mick Rudd arrived at 10:40 AM.

Members absent (excused): Lynne Davies, Chairman.

Other attendees: Bill Schneider, Administrative Director of Tourism; David Gardner, Administrative Assistant II.

**MOTION:** Move to approve the minutes of the May 5, 2006 VSB meeting as written.

**Motion by:** Kathleen Fitzgerald; **Seconded by:** Hersch Schwartz; **Yea:** 5 **Nay:** 0 **Abstain:** 0

TOURISM DIRECTOR'S REPORT

The ADT will send a letter of appreciation to the group that organized the Town Beach Clean-up.

The "Out at the Library" exhibit debuted this past weekend. The opening event drew an impressive crowd and has received favorable reviews, which reinforces the vital role the Town plays in our cultural community. The Office of Tourism is honored that Provincetown was selected as the first stop of a multi-city tour for this exhibit.

The ADT and production coordinator from PTV have developed a proposed wish list for the Video Tour project, which includes the following:

- Eco-tourism: bike trails; kayaking; hiking; bird-watching; the natural light; gardens
- Heritage: people-watching from the benches in front of Town Hall; artists painting on location and in their studios; the dancing cop and bicycles riding against traffic; fishing boats unloading lobsters and fish on MacMillan Pier
- Culture: performances at the Provincetown Theatre; reading at the FAWC; opening at PAAM; the view from the top of the Monument; lighthouse sighting from dune tour; dune shack at sunset; ferry arrival filled with visitors
- Shopping/Restaurants: segue to/from B roll

The proposed concept would showcase Provincetown's heritage, including the arts and theatre, featuring locations and venues that illustrate the unique qualities inherent with Provincetown. The video will include footage that brings the five senses to life, featuring many of the annual events that have defined the Town's heritage.

A television crew from Cn8 was in Town this week to capture footage for a segment about Provincetown, which will air on the Comcast Network show "Your Morning" on Cn8 on Friday, May 26th.

Michael Blanding and Alex Hall, travel writers from the *Boston Globe* and *Bon Appetite*, arrived in Town last night for the weekend. Both of these FAM trips are part of the ongoing effort undertaken by Focus Communications, which has produced an impressive number of pitches and FAM trips.

Pink Planet Television has offered three dates for their production team to visit and shoot footage for a

segment about Provincetown: July 15-23, August 10-25, and September 10<sup>th</sup> through the end of October.

The ADT received an offer from the Jonathan Williams Salon to host travelers who visit Provincetown. In an effort to add the spa experience to the growing list of things for tourists to enjoy, the ADT recommends sending a letter to the 18 licensed massage therapist businesses requesting they provide a thumbnail sketch to our PR firm, which is the same process previously implemented for restaurants and innkeepers. Those who respond will be included in the information provided to travel writers who express interest in covering Provincetown.

The current contract with Focus Communications expires at the end of June and may be additionally considered for FY 2007, subject to approval of the Town Manager. Based upon the outstanding performance of Brad Reichard and the Focus team, which has exceeded the expectations as outlined in the RFP, the ADT recommends the VSB approve the request for the Board of Selectmen to retain Focus Communications, LLC as the Town of Provincetown's public relations firm with a contract to expire on June 30, 2006 not to exceed \$20,000 plus expenses.

**MOTION:** Move to request the Town Manager approve the recommendation to retain Focus Communications, LLC as the Town of Provincetown's public relations firm with a contract to expire on June 30, 2007 not to exceed \$20,000 plus expenses.

**Motion by:** Laurel Guadagno; **Seconded by:** Kathleen Fitzgerald; **Yea:** 5; **Nay:** 0; **Abstain:** 0.

The contract with our graphics designer will expire on June 30<sup>th</sup>. The ADT recommends the VSB promulgate an RFP in time for consideration at the June 21st meeting.

Peter Bez recused himself from the discussion.

**MOTION:** Move to promulgate a request for proposals for the contract of graphic design services to be published in the *Banner* on June 1<sup>st</sup> and June 8<sup>th</sup>, closing on June 15<sup>th</sup>.

**Motion by:** Michael Peregon; **Seconded by:** Hersh Schwartz; **Yea:** 4; **Nay:** 0; **Abstain:** 1 PB.

Earlier this week, the ADT met with Chuck Anzalone and Brad Fowler to develop concepts for new advertisements, which would include leveraging the appearance of some of our residents, including Norman Mailer, Michael Cunningham and John Waters as well as visiting celebrities who will be appearing in Provincetown this summer, including Debra Messing, Paula Poundstone and Joan Rivers.

Laurel Guadagno reminded the VSB that photographer services should be retained through an RFP process, unless the photographer is hired as a subcontractor through the graphic design services contract.

The ADT recommends the VSB approve placement of a one-half page four-color ad in the *Discover New England 2007* Guide for \$3,443 from the FY06 Marketing Fund. This rate was discounted from the rack rate of \$4,211. *Discover New England 2007* is the official consumer travel guide for the United Kingdom, with a distribution of 95,000 and a leadership of 173,000 via *Essentially America* (the UK's only consumer magazine dedicated to travel to the U.S.), 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. Attached is a comp of the proposed ad for the *Discover New England Guide 2007*. The following changes were suggested to the proposed ad: remove phone number and add "Massachusetts".

**MOTION:** Move to appropriate \$3,443 from the FY06 Marketing Budget for placement of the one-half page four-color ad, with changes, in the *Discover New England 2007 Guide*.

**Motion by:** Hersh Schwartz ; **Seconded by:** Michael Peregon; **Yea:** 5; **Nay:** 0; **Abstain:** 0.

The ADT recommends this same proposed ad be used for the insertion in the fall issue of *Group Tour Magazine*.

The ADT attended the annual Travel Industry Association International Pow Wow in Orlando last week.

Over 1,500 suppliers and 150 buyers attended, as well as 350 journalists. Thanks to the partnership with Bay State Cruise Company, the ADT was able to split time between the media marketplace and the trade show. Press kits containing releases regarding the Out at the Library exhibit, Lipton Cup dedication, and partnership with the National Seashore were distributed as well as other marketing materials provided by our cultural institutions. Unfortunately, both of the mainstream retractable banners were damaged by UPS while being shipped to Orlando; however, with the assistance of the convention services staff, the ADT was able to use graphics from both banners for the trade show. The banners have been sent to the vendor who is arranging for replacement at no cost as both banners are under warranty. The shipping costs will be reimbursed through a damage claim the ADT is processing with UPS.

The ADT read correspondence regarding the Family Pride event (July 29<sup>th</sup> through August 5<sup>th</sup>). It is unfortunate that despite the strategic efforts of the PTO to work closely with this organization, another debacle has erupted which undermines the progress the ADT has made. In an effort to reaffirm the commitment of the PTO to welcome the return of the annual Family Pride event, which does generate a significant amount of revenue for many Town businesses, the ADT recommends the VSB respond to the concerns raised by the Executive Director of Family Pride. It is imperative that Town representatives be consistent in the message that is conveyed regarding tourism, which is we welcome visitors from all walks of life at all times of the year. Our economic survival requires a consistent communication be conveyed in order to prevent mixed messages being sent.

**MOTION:** Move to direct the ADT to draft a letter from the VSB to the Family Pride organization in response to the concerns raised by the Director and published as a letter to the editor of *The Banner*. The letter should clarify that comments by an individual at the recent joint VSB/EDC meeting were not reflective of the position of the VSB regarding the Family Pride Event.

**Motion by:** Peter Bez; **Seconded by:** Hersh Schwartz; **Yea:** 6; **Nay:** 0; **Abstain:** 0.

Weekly meetings with the Library Board of Trustees and Library Director continue as arrangements for the Lipton Cup dedication ceremony are finalized for Wednesday, June 14<sup>th</sup>.

The Board of Selectman will discuss the Town Wide Goals for 2007 on June 12, 2006. In order to ensure the goals of the tourism industry are presented, VSB members should be prepared to discuss their ideas at the June 6<sup>th</sup> VSB meeting to formulate recommendations to present to the BOS.

#### TOURISM OFFICE WEBSITE LINKS

A discussion regarding the links page ensued

#### TOURISM FUND UPDATE

Unencumbered funds from FY05 are estimated at approximately \$60,000.

**MOTION:** Recommend funding of \$5,000 from the FY 06 marketing budget for a marketing grant for the Pilgrim monument to be used for the Marketing and Planning of the Centennial Event.

**Motion by:** Mick Rudd; **Seconded by:** Hersh Schwartz; **Yea:** 5; **Nay:** 0; **Abstain:** 1 LG.

#### GRANT UPDATE

The VSB should consider mobilizing a volunteer effort to do maintenance of public areas, like beach cleanup or landscape maintenance. The VSB should recommend to the BOS that the waterfront park is vital to the tourism industry and needs to be cleaned up.

#### WELCOME BACK TO PROVINCETOWN EVENT

Based on the previous VSB vote to not have alcohol at the event, both the Chamber and PBG do not want to sponsor an event that will have little attendance. The VSB concurs that the event should be a thank you at the end of the year, not a welcome before the season. It is the responsibility of the business owners to

ensure the seasonal workers are well trained and informed about the town, and that good customer service is a vital to the tourism industry in Provincetown. The VSB supports direct contact with business owners reminding them of this and providing their employees with resources to help make them good ambassadors for the town.

**MOTION:** Move to rescind the previous vote to appropriate \$3,500 from the FY06 Marketing Budget to fund the “Welcome Back to Provincetown” event for summer workers.

**Motion by:** Hersh Schwartz; **Seconded by:** Kathleen Fitzgerald; **Yea:** 6; **Nay:** 0; **Abstain:** 0.

The meeting was adjourned at 12:00 PM.