

**Town of Provincetown
Visitor Services Board
Meeting Minutes of
Tuesday, June 6, 2006
Judge Welsh Meeting Room**

Chairman Lynne Davies convened the meeting at 10:05 AM noting the following attendees:

VSB members: Lynne Davies, Chairman; Peter Bez, Vice Chairman; Kathleen Fitzgerald; Michael Peregon and Hersh Schwartz.

Laurel Guadazno joined the meeting at 10:10 AM.

Members absent (excused): Mick Rudd.

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

MOTION: Move to approve the minutes of the May 19, 2006 VSB meeting as written.

Motion by: Michael Peregon; **Seconded by:** Hersch Schwartz; **Yea:** 4; **Nay:** 0; **Abstain:** 1 (LD).

TOURISM DIRECTOR'S REPORT

FOCUS Communications has presented the ADT with a visionary concept for helping to attract travel writers cover Provincetown's rich and vibrant artist community through a video format that tells the story of our artistic cultural heritage through a video news release featuring Provincetown's natural beauty, including vignettes from local artists. In addition to producing a VNR, the proposed concept would provide B-roll that could be used in the upcoming Video Tour of Provincetown (which will be funded through a tourism enhancement grant). Both the VNR and Video Tour are necessary visual components to help the ADT leverage press coverage and serve as a consumer marketing tool, using elements which are polished, professional and state of the art. A VNR will help position Provincetown for television coverage by having B-roll footage, which could be used for any type of story.

MOTION: Move to appropriate \$4,300 from the FY07 Marketing Budget to fund a video news release of Provincetown's artistic cultural heritage to be used to market to travel writers.

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

The One-Day Museum Pass was implemented last week. To help promote this cross-promotional marketing campaign, a media advisory was sent and follow-up communication was made to various newspapers and other media, and our travel partners, CITGA and business organizations were notified about the implementation campaign. The ADT recommends a rack card be produced to help further promote this initiative. The brochure will feature a thumbnail sketch of the three museum participants, photos and logo images. The design and printing of 5,000 rack cards will cost approximately \$525, which the ADT recommends be funded from the FY 2007 marketing budget. Peter Bez briefly left the meeting.

MOTION: Move to appropriate \$525 from the FY07 Marketing Budget to fund the design and printing of 5,000 rack cards to promote the One-Day Museum Pass.

Motion by: Michael Peregon; **Seconded by:** Kathleen Fitzgerald; **Yea:** 5; **Nay:** 0; **Abstain:** 0.

TOURISM OFFICE WEBSITE LINKS

Peter Bez returned to the meeting. The VSB discussed the proposed customer service initiative and requested the ADT write a letter which will be sent to all Provincetown licensed businesses regarding the Tourism Office website links, importance of good will ambassadorship, and the holiday window initiative.

FY2007 GOALS

Board of Selectman Objectives:

The VSB strongly urges the Board of Selectmen to adopt an ongoing goal to officially recognize that Tourism is the Town's primary economic engine by applying resources to invest in tourism infrastructure.

Improvement to Provincetown's tourism infrastructure needs to be addressed to maintain and grow Provincetown's economic base. Without this attention, Provincetown will become a second rate visitor destination rather than a premier resort destination. The competition is fierce and the marketing done by the VSB and Tourism Office will only go so far, if the visitor's stay is not enjoyable and businesses leave Town. Areas of concern that should be addressed include the following:

- how to keep businesses in Town;
- initiatives/incentives to attract new businesses, including accommodations;
- incentives for businesses to stay open longer;
- enhanced services such as restrooms, bike racks, benches, visitor centers;
- improved environment such as clean streets and beaches, additional garbage receptacles and scheduled pick-ups;
- enhancement of our waterfront, and amenities for our boating visitors.

Department-specific objectives include the following:

1. Continue to improve customer service to all constituents through the development of complete published VSB policies and procedures that will be available online and upon request; have regular open meetings with Board of Selectmen; and, conduct hearings to provide information to interested parties on available VSB resources and initiatives and seek input.
2. Develop a database and collection structure for capturing non-subjective data to meet the VSB's mission and goals through regular and consistent measures of effectiveness. Database of information will be available to interested parties online and at Town Hall. The VSB will provide the Board of Selectmen and the Town with an annual report of collected data in 2006 to serve as a benchmark to ongoing annual reports of indicators that identify visitor trends.
3. Continue to develop a cohesive and cooperative approach among Provincetown business groups and tourism-related businesses in marketing a focused and enhanced image of Provincetown that is consistent, non-redundant, and unifying. Work cooperatively with other Town committees to address issues that impact the Town's primary industry --tourism.
4. Create a marketing strategy approach that includes web-based marketing tools, that relies on up-to-date data and assessment measures, and incorporates input from the Town's business groups and tourism related businesses.
5. Begin construction of the Historic and Cultural Trail by the Spring of 2007.
6. Working with the Town and community groups, complete the "greening" of the waterfront by enhancing and enlarging the waterfront park by Memorial Day 2007. This would also include beautifying the area around the Municipal Parking Lot.
7. Proactively work with the Board of Selectmen to meet the Selectmen's goal of improving tourism infrastructure which also requires positive interaction with the Town Manager, PBG, Chamber, and impacted Town Boards.

The meeting was adjourned at 12:19 PM.