

**Town of Provincetown
Visitor Services Board
Meeting Minutes of
Wednesday September 20, 2006
Judge Welsh Meeting Room**

Chairman Lynne Davies convened the meeting at 10:03 AM noting the following attendees:

Members Present: Lynne Davies, Chairman; Kathleen Fitzgerald; Laurel Guadazno; Michael Peregón; and Mick Rudd

Excused Absence: Peter Bez and Hersh Schwartz

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

Steve Tait, President, Provincetown Business Guild; Don Knuuttila, Executive Director, Provincetown Business Guild; and Candice Collins Bodin, Executive Director, Chamber of Commerce, were also present in the audience.

HISTORIC WALKING TRAIL continued until the next meeting.

TOURISM OFFICE LEAD REQUEST PACKAGE

The ADT explained the process of responding to requests for information received by the Tourism Office, highlighting the importance of a prompt and comprehensive response to lead requests. Representatives from both the Chamber of Commerce and PBG indicated that they are pressed to provide additional brochures this year because their supplies are critically low. There was discussion regarding the brochures being produced earlier than April to ensure that current and relevant information is forwarded during the peak trade show season (November – April). Both the Chamber and the PBG indicated that it would be very difficult to produce their brochures any earlier than they are now scheduled.

The VSB discussed the possibility of creating a third brochure by the Tourism Office, which will serve to complement the two existing marketing programs of the Chamber and PBG, which are both membership driven.

DIRECTOR'S REPORT

On September 11th the ADT met with FOCUS Communications to discuss distribution of the VNR, which will be completed by October 1st. Discussions continued regarding the production of another VNR as well as the media strategy for the next several months. One proposal regarding the creation of a second VNR focuses on showcasing Provincetown in the fall shoulder season with an added component of the lighting of the Pilgrim Monument. Other possible components include ecotourism, history and shopping/dining.

The consensus from the Board is to focus on Provincetown's rich and steeped history, telling the story through vignettes featuring still photos, images of landmarks, and the use of narration by the storytellers (including Laurel Guadazno, Mick Rudd, Richard Olson and others).

Some of the landmarks to be featured include the following: The Pilgrim Monument, Rose Dorothea replica and Lipton Cup trophy in the Provincetown Library, Pilgrim's First Landing Park and the Provincetown Theatre. Topics could include "One Book, One Town" (featuring the book *The Mayflower*), the history of theatre in Provincetown, the Town's diversity and representation of GLBT life.

Due to the overwhelming cooperation of the Provincetown business community, the entire 50-minute segment for *Let's Shop* will be dedicated entirely to Provincetown. Originally the segment was going to feature both Boston and Provincetown, but thanks to the dedicated efforts of FOCUS Communications and

participation of so many Town businesses, the footage for this segment helped the producers realize how compelling Provincetown artisans are. The airdate will be sometime in November and the ADT will obtain a copy of the segment.

The ADT has been working on cross-promotional efforts with Amtrak for a pilot program that offers Provincetown-bound passengers who purchase a ticket on a regional train from either New York, Philadelphia and Washington to purchase a companion ticket for half price. Discussions are underway with both ferry companies and Cape Air to see if they will match this incentive. This program will be publicized through a variety of mediums, including media advertising and collateral advertising at seven trade shows scheduled for 2007.

The ADT is continuing discussions with Air Canada, American Airlines and Jet Blue to help cross promote Provincetown at trade shows scheduled in Toronto (November 3-5, 2006), Long Beach (February 10-11, 2007) and Washington, DC (March 3-4, 2007).

During the period from August 19, 2006 through September 17, 2006, the PTO's web banner ad on the CapeCodTravel.com website (in collaboration with our advertising contract with *Best Read Guide*) had 25,950 ad views, resulting in 87 pass-through hits.

A new ad has been prepared for *Best Read Guide* (October issue).

Chuck Anzalone is scheduling a photo shoot to feature restaurants and the fall/winter shopping season to help expand our photo library.

The contract with *Concierge Magazine* expires with the publication of the December 2006 issue. *Concierge Magazine* (part of the Boston Magazine Publications family) is distributed to over 10,000 hotel rooms and at concierge desks throughout Boston's premiere and luxury hotels. In addition, the publication is distributed to luxury residences and newsstands through Boston, Cambridge and Logan International Airport. The proposed contract includes a directory listing and will feature the added value of including Provincetown events in the "Coming Up" section of the publication.

MOTION: Move to approve the purchase of four one-third page four-color advertisement insertions in *Concierge Magazine* scheduled for December 2006, March, June and September 2007 at the rate of \$1,500 per insertion and additional production fees at the rate of \$40 per insertion for a total of \$6,160 to be paid from the FY07 marketing budget.

MOTION: Laurel Guadagno; **Seconded:** Michael Peregón; **Yea:** 5; **Nay:** 0; **Abstain:** 0

In lieu of participating at this year's ITB in Berlin, an advertising opportunity exists with *eTurboNews* for their ITB 2007 print/CD and online edition, which will reach 230,000 travel industry readers and 9,000 journalists.

MOTION: Move to approve the purchase of one one-half page advertisement including a 100-word fact sheet, press release and banner advertisement for a total of \$1,750 to be paid from the FY07 marketing budget.

MOTION: Michael Peregón; **Seconded:** Mick Rudd; **Yea:** 5; **Nay:** 0; **Abstain:** 0

The ADT has implemented policies and procedures to take over the scheduling use of Former Fire House No. 3 from the Police Department, which was approved by the Town Manager last week and went into effect on September 19th.

At the suggestion of Rex McKinsey, Provincetown's Harbor Master, the ADT is in discussions with the American Canadian Caribbean Line regarding adding Provincetown as a port of call to their itineraries. This cruise line operates 100-passenger luxury Blount boats through the northeast and Canada.

The ADT has been informed the Provincetown Harbor Lights event, scheduled for September 9th, did not occur. The grant amount awarded for this event was \$1,000.

Earlier this summer the ADT was contacted by representatives from The Commonwealth School, a private Boston-based school, in search of a site for their annual spring break. Following a site inspection in July, the headmaster has approved the request for the day-long visit, which will include over 200 students, faculty and staff, who will arrive on Wednesday, May 23rd via a Bay State Cruise Company charter.

The Town of Provincetown Visitor's Survey for Spring 2006 was completed by the University of Massachusetts at Dartmouth and will be available on the Town's website. This initiative is one of three surveys prepared for the MCC Adams Grant Task Force and PEDC (funded through a grant from the MCC).

Plans are underway for the 8th Annual Tour Guide Appreciation day, which is scheduled for Friday, October 27th.

FIVE-YEAR FINANCIAL PLAN

A discussion ensued regarding the municipal portion of the proposed budget. Chair Davies expressed her concerns regarding the Town taking responsibility for the maintenance of the infrastructure within the budget process. The discussion continued regarding the funding for third barrel pickup, landscape maintenance and bathroom maintenance.

Various members of the VSB discussed the importance of the Tourism Fund investment into the Town's infrastructure to improve the overall visitor experience. Funds could be invested into improvements, including the waterfront park, customer service training, new or additional bathrooms available, art installations and beach cleanup.

The VSB requested comment and support from the Chamber and PBG, and both organizations provided support of the proposed VSB plan. It was agreed that the ADT would invite the DPW to attend the next VSB meeting to continue this discussion.

NEW BUSINESS

Don Knuuttila, Executive Director of the PBG presented a revised Marketing Plan for the Meet Your Man Event (scheduled for November 2-5). The PBG is seeking input from the VSB regarding a sponsorship for this event by the Internet site www.manhunt.net. The marketing plan exceeds the minimum amount of advertising to qualify for the grant as approved, and therefore no amendment or approval by the VSB is required.

APPROVAL OF MINUTES

Motion: Move to approve the minutes of the September 5, 2006 VSB meeting as submitted

Motion: Kathleen Fitzgerald; **Seconded:** Michael Peregou; **Yea:** 4; **Nay:** 0; **Abstain:** 1 LG.

The meeting was adjourned at 12:20 PM.

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