

**Town of Provincetown
Visitor Services Board
Meeting Minutes of
Tuesday, December 5, 2006, 10:30 AM
Judge Welsh Hearing Room**

Chairman Lynne Davies convened the meeting at 10:37 AM noting the following attendees:

Members Present: Lynne Davies, Chairman; Peter Bez, Vice Chairman; Kathleen Fitzgerald; Michael Peregón; Mick Rudd and Hersh Schwartz.

Excused Absence: Laurel Guadazno.

Other attendees: Bill Schneider, Administrative Director of Tourism; David Gardner, Administrative Assistant II; LouAnn Bowen; Candace Collins-Boden, Chamber of Commerce; Patrick Eleey, Landscape Architect; Austin Knight, member of the Historical Commission; Don Knuuttila, PBG; Rex McKinsey, Harbormaster; James Mack, Chair of the Beautification Committee; Cherie Mittenthal, Chair of the Cultural Council; Elizabeth Patrick and Barbara Rushmore.

WATERFRONT PARK

Discussion continued regarding the proposed plan of the waterfront park. The ADT will follow up with DPW to obtain the previous design plans and Assessor's data regarding property ownership. The fisherman's memorial should be incorporated into the design. Art In Public Places project should be considered when designing the memorial. Historic waterfront pictures should also be obtained and considered for the design of the park. A preliminary schematic plan will be presented at the February 6, 2007 VSB meeting.

TRASH CAN ART INITIATIVE

Tracy Roderick, Recreation Director, presented an initiative to take town owned trash cans which are normally painted green at this time and have the recreation program have local children paint them. DPW is willing to have 25 trash cans used in the pilot project. Tracy is seeking the VSB's support for the program and to have the VSB present the program to the BOS for approval. VSB assistance is also sought to act as liaison with artists in town to help mentor the children in the recreation program for the initiative.

MOTION: Move to support the Recreation Department's Trash Can Art Initiative to beautify town owned trash cans.

MOTION: Michael Peregón; Seconded: Mick Rudd; Yea: 6; Nay: 0; Abstain: 0

FY08 GRANT APPLICATION UPDATE

As of November 17, 2006, FY08 grant applications have been sent to 43 individuals and organizations, including previous grantees, grant applicants and interested parties. The acknowledgment letter will include the new policy language regarding the pre-event reimbursement of funds.

APPROVAL OF MINUTES

MOTION: Move to approve the meeting minutes of November 8, 2006 as submitted.

MOTION: Kathleen Fitzgerald; Seconded: Hersh Schwartz; Yea: 3; Nay: 0; Abstain: 3 MR, PB, MP

MOTION: Move to approve the meeting minutes of November 21, 2006 as submitted.

MOTION: Peter Bez; Seconded: Hersh Schwartz; Yea: 5; Nay: 0; Abstain: 1 KF

Mick Rudd left the meeting.

TOURISM DIRECTOR'S REPORT

The joint letter from the PTO and VSB, which accompanied the 2007 Calendar of Events, was mailed on November 21st to 1,746 property owners identified by the Town's Assessor as "second homeowners." Thanks to the diligent efforts of David Gardner, who managed the bulk mailing of this promotional initiative,

over \$200 was saved from the projected first class postage. We have received several leads from second homeowners who received the letter and are requesting additional copies of the calendar.

Discussion ensued regarding a letter from a second homeowner who expressed concern over the treatment of tourists by park rangers and the enforcement of regulations by the National Parks Service.

MOTION: Move to approve not more than \$725.00 from FY07 marketing funds to reprint 3,000 copies of the 2007 Calendar of Events, which will be distributed at upcoming consumer trade shows.

MOTION: Peter Bez; Seconded: Michael Peregon; Yea: 5; Nay: 0; Abstain: 0

For the past several years, the PTO has advertised a pictorial calendar of events in the Provincetown Art Guide, one of two locally produced publications that showcase the art galleries and venues in Town. The Provincetown Gallery Guide has submitted a proposal requesting the PTO place an ad in the 2007 edition of their publication, which has national distribution throughout transportation/tourist hubs in New York and Boston, as well as art fairs throughout the country. A full-page four-color ad would cost \$975.

MOTION: Move to approve \$975 from FY07 marketing funds to place a full-page four-color advertisement in the 2007 Provincetown Gallery Guide.

MOTION: Peter Bez; Seconded: Hersh Schwartz ; Yea: 4; Nay: 0; Abstain: 1 MP

EDGE Publications, which earlier this year partnered with the PTO in developing the Amtrak added-value fare initiative with Cape Air, has requested to expand this partnership effort next year to include Bay State Cruise Company, Boston Harbor Cruises and Cape Air by promoting Provincetown via their website portals in both the Northeast and Mid-Atlantic regions, specifically Boston, New England, New York, Philadelphia, Providence and Washington, DC. Their proposal includes including a 300 X 250 pixel advertisement featuring Provincetown on their website at the rate of \$3,975 per month. This advertising opportunity will help cross-promote the value-added fare offer from the three Mid-Atlantic regions throughout the non-peak periods of next summer.

MOTION: Move to approve an amended proposal to include funding from the FY07 marketing budget for website advertising on the EDGE website in New York, Philadelphia and Washington, at the rate of \$2,900 for the month of May.

MOTION: Peter Bez; Seconded: Kathleen Fitzgerald; Yea: 3; Nay: 2; Abstain: 0

The Tourism Office will be holding a public hearing on Wednesday, January 3, 2007 concerning the proposal to charge fees to rent the Former Fire House No. 3 to all for-profit businesses and organizations, and to request a security deposit for all future applications for use of this building.

The meeting was adjourned at 12:20 PM.