

Wareham Beach and Tourism Committee  
Meeting Minutes  
May 29, 2014

The meeting of the Wareham Beach and Tourism Committee was called to order at 9:00 a.m. by Chairman Bruce Hutchins. Also present were members Peter Teitelbaum, Linda Burke, Mary Bruce, and new member Frank Gay, as well as guest Paul Cripps of Destination Plymouth County.

**Destination Plymouth County:** Ms Burke provided an overview of the marketing assistance being sought from the county Visitors Bureau.

Mr. Cripps said Wareham could follow one of two models: Middleborough's, where a town group has asked for assistance in getting grant funding to create their own visitors' website, or Destination Plymouth's (the town), where a long-standing organization receives significant public dollars (a local rooms tax earmark) and private dues (such as \$5,000 from hotels with 100 rooms or more). Mr. Cripps recommended the Middleborough model and noted that Destination Plymouth County could create a section of its own website for Wareham, so long as the focus was on non-profit organizations and special events, not promotion of businesses which are not CVB members.

Mr. Cripps said the CVB could also provide assistance with the creation of a brochure to be used in conjunction with the Cape Flyer service.

After extensive discussion, the committee decided to meet on June 6 to review:

- A draft website outline and
- A draft trifold directed towards Cape Flyer users.

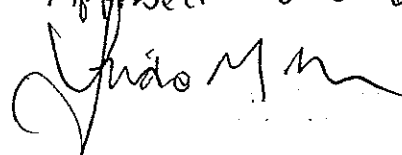
At a subsequent meeting, those who attended the Cape Flyer meeting in March would be invited back and asked to participate financially in the brochure on a limited level, to match CVB funds. Mr. Cripps said the CVB could serve as the fiscal agent for the project.

**Approval of minutes:** On a motion by Mr. Teitelbaum, seconded by Ms Burke, minutes of the May 16, 2014, meeting were approved (4-0-1).

On a motion by Mr. Teitelbaum, seconded by Ms Bruce, the committee voted to adjourn at 10:02 a.m. (5-0-0).

Respectfully submitted,

Linda Burke  
Clerk

Approved 5-0-0 6/6/2014  


AJUS KLL