

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from August 13, 2014, 3:00 pm  
Tourism Office, 330 Commercial Street**



**Members present:** Cathy Nagorski – Chair, Jim Bakker- Vice Chair, Hersh Schwartz, Marian Peck, Bob Sanborn.

**Members absent:** – Mick Rudd - excused, Rick Murray.

**Meeting was called to order at 3:00 pm by Cathy Nagorski.**

**Staff:** Anthony Fuccillo, Radu Luca

**Others:** Dan Hoort, Valsin Marmillion, Jim Lande

**Agenda:**

1. Public Statements—Five minutes maximum. Board members are not obligated to respond to Public Statements.

Dan Hoort – presented a proposal for a project for a Convention and Visitors Bureau (CVB) that would redefine and revamp the role and attributions of the Provincetown Tourism Office.

The Tourism Office and VSB are doing a great job at bringing people to town, but once the visitors are here there is no way to take care of them or provide services. We need a better way to take care of our visitors and Dan suggested there would be paid staff to improve the visitor experience. The coordinator would be paid from the revenue coming from the raised parking rates. Would like to see all parking lots almost entirely automated. The current parking lot booths staff could provide further information and improve the visitor experience.

2. Requests: Discussion dependent. Motions may be made. Votes may be taken.

None

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3. Jim Lande discussion about video projects. Discussion dependent. Motions may be made. Votes may be taken.

Jim Lande presented the finished Food and Nightlife videos.

Jim also presented amendments to the original quotes for the long and short (mini) promotional videos showcasing different aspects of Provincetown.

Jim Lande also requested a 20% producing and managing fee plus travel cost for each of the videos.

Val Marmillion discussed the utility of the 3-min and 30-sec videos, respectively, and how and where they would be used.

The VSB agreed that we need Carnival footage to include in future promotional materials.

**Move to approve up to \$1,000 plus production fees for Carnival footage to be used in various videos to promote Provincetown.**

**Motion: Cathy Nagorski**

**Second: Bob Sanborn**

**5-0-0**

4. VSB website – review proposals, discussion of next steps (requested by Cathy Nagorski)

Val Marmillion and the VSB reviewed the proposals for a new tourism website. Marmillion + Co provided the VSB with four quotes from different web developers, including the current web developer. The VSB agreed that, out of the four, Milo Interactive LLC best met the criteria to develop a new website for the Tourism Office.

**Move to approve up to \$22,000 as negotiated by Marmillion + Co to Milo Interactive LLC to develop and host new website for the Provincetown Tourism Office.**

**Motion: Hersh Schwartz**

**Second: Marian Peck**

**5-0-0**

5. Marmillion 2020 Strategy – discussion of most important components, preparation for joint meeting with BoS (requested by Cathy Nagorski)

Val Marmillion presented a revised, revamped strategy for the Provincetown 2020 campaign. The proposed Campaign Name is *Provincetown 2020* and the proposed theme is *Land in Ptown*.

Provincetown is a unique tourism destination, but destination marketing is changing. The consumer / tourist behavior is also changing. The plan for 2020 would be to increase visitation especially in the shoulder season, help retail and art galleries, but at the same time keep the uniqueness of the town.

The proposed theme for the 2020 Marketing Provincetown Campaign is *Land in Ptown*, place ads in digital formats and make comprehensive marketing efforts to promote Provincetown and encourage people to come here, talk about Ptown and promote the town.

This campaign would come as a complement to the annual and Five-Year marketing plans.

6. Tourism Director's report

A. Approval of media placements, brochures, trade shows-- Tourism Director recommends media placements, brochures and other collateral to promote and market Provincetown as a tourism destination, or town representation in trade shows. Discussion dependent. Motions may be made. Votes may be taken.

- **Cape Cod Times:** Place 9 quarter page ads in the Cape Cod Sunday Times and leaderboard on CapeCodonLine.com October, November, December.

**Move to approve \$8,190 for 9 Cape Cod Times ads and 3 months of on-line advertising.**

**Motion: Marian Peck**

**Second: Jim Bakker**

**5 -0-0**

- **Boston Globe Magazine & Boston.com:** Boston Globe regional campaign - Seven ads in Boston Globe Magazine (two free) \$2,159 each (804,330 weekly readers) – Five months Boston.com and BostonGlobe.com half page ads and Big Ads September, October, March, April, May (\$12.50 per 1000) \$10,000

**Move to approve \$25,110 for Boston Globe Magazine, BostonGlobe.com and Boston.com campaign.**

**Move: Hersh Schwartz**

**Second: Marian Peck**

**5-0-0**

B. VSB Administration: Discussion dependent. Motions may be made. Votes may be taken.

- **American Bus Association Marketplace:** January 2015 Saint Louis, MO.

**Move to approve \$1,495.00 for registration plus travel and shipping of collateral for ABA Marketplace 2015.**

**Motion: Hersh Schwartz**

**Second: Jim Bakker**

**5-0-0**

- **Fiscal 2016 Budget Preparation:** Suggestions and recommendation for the next budget process October/November 2015 – A recommended conservative increase of 2.5% over this year's budget of \$615,000 would be \$630,000
- **East & West Banners:** We have been approached by a representative of the west end business owners, Joe Freitas, to increase traffic to the west end. The consensus is tourists stop at the Boat Slip and turn around – We would like to respond by hanging two 3' x 12' banners encouraging tourists to continue walking east and west – "More shops, restaurants and galleries ahead" – One banner at Winthrop Street and the other at Pearl Street – Banners to hang May 1 to September 30 – Currently there are two street signs with similar verbiage east and west - The cost to produce the two banners would be \$864.00.

**Move to approve \$864 for two street banners to increase visitation to the East and West Ends subject to any necessary approval.**

**Motion: Marian Peck**

**Second: Jim Bakker**

**5-0-0**

7. Board Members' Statements: Comments from Board Members. Discussion dependent. Motions may be made. Votes may be taken.

Jim Bakker- none

Hersh Schwartz- none

Cathy Nagorski - none

Bob Sanborn – read the media reports for July and would like to commend Staff and the PR Firm for their efforts.

Marian Peck – Would like to welcome back Robert Sanborn to the Visitor Services Board.

5. Approval of Minutes. Motions may be made. Votes may be taken.

**Move to approve the minutes from 7.16.2014.**

**Motion: Jim Bakker**

**Second: Hersh Schwartz**

**5-0-0**

**Move to adjourn.**

**Motion: Jim Bakker**

**Second: Hersh Schwartz**

**5-0-0**

Meeting was adjourned at 5:20 pm.

Respectfully submitted,  
Radu Luca