

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from February 18, 2015, 3:00 pm  
Department of Community Development  
Conference Room  
Town Hall, 260 Commercial Street**



**Members present:** Cathy Nagorski – Chair, Jim Bakker- Vice Chair, Hersh Schwartz, Marian Peck, Mick Rudd, Rick Murray – conference call, Bob Sanborn – conference call

**Members absent:**

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

**Staff:** Anthony Fuccillo, Radu Luca

**Others:** Val Marmillion – Marmillion + Co. – Conference Call, Peter Brown – Provincetown Banner, Kristen Carey- Cape Cod Chamber of Commerce, Dan Hoort-Town Finance Director

**Agenda:**

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

Kristin Carrey- here to talk about the ad that the VSB voted to run in the Cape Cod Chamber Visitor Guide 2015. The Cape Cod Chamber ran two Provincetown Chamber of Commerce ads by mistake, instead of one VSB and one Chamber ad. KC is here to make good and, in good faith, provide the VSB with an online marketing package, at a reduced rate, to run throughout 2015 (two ads on both Cape Cod Chamber of Commerce website with a traffic of over 1,2mil page views annually) as well as two free e-blasts to 40k+ users. Tourism Office can tweak artwork to make the ad that was supposed to be included in the paper guide fit for online use.

This item has been tabled until March 4.

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Dan Hoort – Town Finance Director, sent a memo regarding costs and logistics for the New Year's Eve fireworks to the BoS, who might consider this a tourism project. This issue will be discussed at Monday's meeting, February 23<sup>rd</sup>. The total amount for July fireworks is approx. 47k (\$25k from the Tourism Fund and approx. 25k from the Town); logistics are still to be determined and discussed. The BoS could recommend this project in the form of an article at April's Annual Town Meeting. Voting on this issue on Town Meeting Floor could set precedent that anyone could put in an article in the warrant to have moneys taken out of the Tourism Fund.

Rick Murray – the cost of New Year's Fireworks would not cost as much as July fireworks.

Bob Sanborn- asked whether there are funds in the Municipal Line Item that can be used for fireworks.

Mick Rudd – not comfortable how VSB funds would be used on the Town Meeting Floor.

Cathy Nagorski – preference to take funds out of Municipal line item of budget, as opposed to Town Meeting floor; still a lot of ancillary issues and logistics and auxiliary costs to be considered.

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

None

3. Recap of FY16 Five- Year Plan meeting with the Board of Selectmen. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Cathy Nagorski)

Cathy Nagorski and Tony Fuccillo presented the FY2016-2020 Financial Plan to the BoS on February 9<sup>th</sup>. BoS seem to be very involved in the 5-year plan, had advice for the VSB on micro and macro budget and marketing issues. They agreed in significant investment for 2020, may need more than 15K put aside each year; there were questions about the app, analytics, focus on winter businesses and visitors guide; questions related to LGBT marketing efforts; possibly increase the percentage the Tourism Fund would be allocated from the General Fund. The VSB is an advisory board to the BoS, and the latter should not instruct the VSB on how to allocate tourism funds and marketing efforts.

4. Marmillion + Co update and Provincetown 2020 Marketing Strategy. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Cathy Nagorski)

Marmillion + Co presented a marketing strategy on how to move forward with 2020: image and branding tools, website, info kiosk, etc.

The new tourism office website is live and the press release will follow shortly.

Discussion on info kiosk outside the tourism office - touchscreen capabilities; Marmillion will follow up with vendors.

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Discussion on 'Land in Provincetown' Marketing Campaign: Provincetown Pride, Land in America's First Destination, Where in the World did the Pilgrims Land?, Target Invitations for Sector Landings; Programs; Sister Cities; Media Schedule.

**Move to approve up to \$40,000 from general marketing funds to launch and implement the Provincetown 2020 Marketing Campaign as presented by Marmillion + Co.**

**Motion: Mick Rudd**

**Second: Jim Bakker**

**Roll call vote: 7-0-0**

**Bob Sanborn yea**

**Rick Murray yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Marian Peck yea**

**Mick Rudd yea**

**Cathy Nagorski yea**

Community outreach and possible sister-cities, including Provincetown, Palm Springs, Key West & Ft. Lauderdale. A marketing relationship with the Provincetown Chamber of Commerce and the Provincetown Business Guild, as well the Chambers of Commerce and Tourism Offices in the other two possible sister cities.

The Marmillion + Co. press release schedule for the year (ad calendar is attached).

5. 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.

- **HotSpots:** Placed ad in 12 February issue – 9 ad package including Ptown Issue \$11,805 – 12 ad package including Ptown issue \$14,310

**Move to approve \$11,805 for a 9-ad 2015 marketing package in HotSpots Magazine Florida.**

**Motion: Rick Murray**

**Second: Marian Peck**

**Roll call vote: 7-0-0**

**Bob Sanborn yea**

**Rick Murray yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Marian Peck yea**

**Mick Rudd yea**

**Cathy Nagorski yea**

- **HotSpots:** Rescind 19 November motion

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**Move to rescind motion of November 19, 2014 to allocate \$8,500 to HotSpots Magazine.**

**Motion: Rick Murray**

**Second: Jim Bakker**

**Roll call vote: 7-0-0**

**Bob Sanborn yea**

**Rick Murray yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Marian Peck yea**

**Mick Rudd yea**

**Cathy Nagorski yea**

➤ **Gay Days Orlando:**

**Move to approve \$15,000 plus travel, trade show materials and shipping of collateral for Gay Days Orlando 2015.**

**Motion: Mick Rudd**

**Second: Rick Murray**

**Discussion:** Marian Peck asked whether the costs would be similar compared to last year.

**Roll call vote: 7-0-0**

**Bob Sanborn yea**

**Rick Murray yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Marian Peck yea**

**Mick Rudd yea**

**Cathy Nagorski yea**

GAY DAYS Orlando 2015	EXPENSE
June 2 -8 2015	3 People
Booth	\$ 2,500
Full Page Gay Days Mag \$2,499 less 50% with booth	\$ 1,250
Hotel 2 - 8 June 6 nights @ \$203 per = \$1,218	\$ 1,218
Hotel 4 - 7 June 3 nights @ 203 per = \$ 609	\$ 609
Airfare per person \$425	\$ 1,275
Meals \$10 \$20 \$30 @ \$60 per person daily	\$ 540
Taxi Service	\$ 200
Shipping Material	\$ 1,200
Models 2 @ \$50 per hour 5 hours Fri & Sat	\$ 1,000
Pool Party \$5000 Comped Dancers 3 @75 per for 2hrs	\$ 450
<b>Total</b>	<b>\$ 10,242</b>

ONE MAGICAL WEEKEND	
June 3 - 8 2015	Additional Person

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Gay Biz Marketplace Booth	\$ 875
Hotel 3 - 8 June 5 nights @203 per =	\$ 1,015
Meals \$10 \$20 \$30 @ \$60 per person daily	\$ 300
Sponsor Friday night Typhoon Lagoon Wet Party	\$ 2,500
<b>Total</b>	<b>\$ 4,690</b>
<b>Total Orlando Investment</b>	<b>\$ 14,932</b>

- **Towleroad:** Received proposal for advertising on Towleroad – The proposal includes three options with Summer Pop-Up Camp Guidebook, Digital Impressions on AskTell Media Group Sites, Sponsored Posts, Social Media Distributions, Feeds to followers on Facebook, Twitter, Instagram & Google+, blast to Towleroad email list – The proposal options are \$25,000 \$35,000 & \$45,000 – Please see attached proposal with breakdown

**No motions were made.**

- **Best Read Guide Cape Cod:** Full Page ad on Page 3 June & October – April issue – Eight months exposure in print and on-line digital version

**Move to approve \$4,000 for 2 full-page ads in the Best Read Guide Cape Cod.**

**Motion: Mick Rudd**

**Second: Hersh Schwartz**

**Roll call vote: 6-1-0**

**Bob Sanborn yea**

**Rick Murray nay**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Marian Peck yea**

**Mick Rudd yea**

**Cathy Nagorski yea**

- **Day Trips & Destinations Travel Show Connecticut:** Sponsored by Hartford Courant and Hartford Magazine – 1 & 2 May outside Harford at the Aqua Turf Conference Center in Plantsville CT - Hartford Magazine ½ page ad (summer Fun Guide) in June issue – ¼ page ad in the program 200,000 copies inserted in Sunday 26 April paper – Heavily advertised by eight sponsors, digital, radio and print during month of April – Booth at two day show

**Move to approve \$1,500 plus travel for Day Trips & Destinations Travel Show Connecticut.**

**Motion: Mick Rudd**

**Second: Jim Bakker**

**Roll call vote: 7-0-0**

**Bob Sanborn yea**

**Rick Murray yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Marian Peck yea**

**Mick Rudd yea**



**Cathy Nagorski nay**

- CTM Media Group Brochure Distribution:

**Move to approve \$8,000 plus shipping for CTM Media Distribution.**

**Motion: Mick Rudd**

**Second: Marian Peck**

**Discussion:** Cathy Nagorski how do we know that our rack cards will make it to all the distribution centers and if racks would be replenished.

**Roll call vote: 6-1-0**

**Bob Sanborn yea**

**Rick Murray yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Marian Peck yea**

**Mick Rudd yea**

**Cathy Nagorski nay**

LOCATION	MATERIAL	APR	MAY	JUN	JUL	AUG	SEP	OCT	TOTAL	COMMENTS
Boston Transportation Centers	Rack Card			\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 750	15 Locations Term C&E Car Rental
Boston Attractions & Info Centers	Rack Card			\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 1,250	61 Locations Metro and Suburbs
Meto Boston - Local Business	Calendar	\$ 300	\$ 300	\$ 300					\$ 900	80 Locations
New England Suburb - Local Business	Calendar	\$ 300	\$ 300	\$ 300					\$ 900	120 Locations
Faneuil Hall	Rack Card		\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 900	1 Location 18 Million Visitors
North Shore & Seacoast Hotels	Rack Card			\$ 200	\$ 200	\$ 200			\$ 600	36 Locations
Boston & Suburb Hotels	Rack Card			\$ 900	\$ 900	\$ 900			\$ 2,700	200 Hotels
<b>Total Investment</b>									<b>\$ 8,000</b>	

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

- **New Website:** Launched Thursday 29 January 2015
- **LGBT Expo:** 28 February – 1 March - New York LGBT Expo at Jacob Javits Convention Center in New York - Working with MOTT to attend and tag on to their booth – We would bring roll-ups, bags and collateral - I have provided the value of our efforts of working with MOTT to Erin Atwood and will keep him in the loop - Darrell LeMar will be the LGBT representative for MOTT – MOTT has paid for a booth, however the new administration has stopped travel – Darrell is meeting with the Secretary of Business Development on 5 February – Hopefully, travel for the EXPO will be reinstated.

**Move to approve up to \$2,000 to attend the NYC LGBT Expo February 28 – March 1.**

**Motion: Mick Rudd**

**Second: Hersh Schwartz**

**Roll call vote: 7-0-0**

**Bob Sanborn yea**

**Rick Murray yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Marian Peck yea**

**Mick Rudd yea**

**Cathy Nagorski yea**

- **NYE Fireworks Display:** There is discussion leading to direction from some Select Board members to have New Year's Eve fireworks funded by the Tourism Fund – This will be an article on the Town Warrant for the Monday 6 April Town Meeting, and will be voted on the Town Meeting Floor – The cost of the 4 July 2014 fireworks was \$46,716 (\$27,500 was the cost of the fireworks and barge) which \$25,000 was funded through the Tourism Fund – The estimated cost of a shorter display (12 minutes) is \$12,000 to \$18,000 (for the fireworks and barge).

**Move to appropriate up to \$20,000 from available Municipal funds as the shared cost for a new proposed New Year's Eve fireworks display.**

**Motion: Mick Rudd**

**Second: Marian Peck**

**Roll call vote: 6-0-0 (Rick Murray was absent for this vote)**

**Bob Sanborn yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Marian Peck yea**

**Mick Rudd yea**

**Cathy Nagorski yea**

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

Hersh Schwartz - none

Cathy Nagorski – Airport Commission shared some facts, received a grant of \$1 mil from the FAA, contingent upon a traffic of 10,000 passenger per year. PA is working with Cape Air on maintain and increasing passenger numbers. Last year, the Provincetown Airport recorded 12k passengers and \$14k the year before that.

Would like to instruct staff to do research on the possibility of having a Provincetown billboard on I-93 N

Jim Bakker – none

Bob Sanborn – none

Marian Peck – none



