

**Town of Provincetown
Visitor Services Board
Meeting Minutes from March 4, 2015, 3:00 pm
Caucus Hall
Town Hall, 260 Commercial Street**



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

Members absent: Bob Sanborn – excused

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

Staff: Anthony Fuccillo, Radu Luca

Others:

Agenda:

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

None
 2. Requests: Discussion dependent. Motions may be made. Votes may be taken.

None
 3. 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.
- **Art News:** Place a two page advertorial spread in the July/August summer issue, Top 200 Art Collectors
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Move to approve \$7,300 for the July/ August summer issue of Art News Magazine.

Motion: Mick Rudd Second: Jim Bakker

Roll call: 6-0-0

**Jim Bakker yea
Hersh Schwartz yea
Mick Rudd yea
Marian Peck yea
Rick Murray yea
Cathy Nagorski yea**

- **American Art Collector:** Annual July Cape & the Islands edition – Full Page ad, Full Page advertorial 200 words with photographs

Move to approve \$2,600 for a full-page spread in the annual Cape & Islands edition of American Art Collector magazine.

Motion: Mick Rudd Second: Jim Bakker

Roll call: 6-0-0

**Jim Bakker yea
Hersh Schwartz yea
Mick Rudd yea
Marian Peck yea
Rick Murray yea
Cathy Nagorski yea**

- **Yankee Magazine:** 1/3 page vertical ad in May/June Travel Guide- Massachusetts section - One News-Letter – There is not a digital complement available with this ad

Move to approve \$2,952.00 for a 1/3-page ad in the May/June issue of Yankee Magazine.

Motion: Mick Rudd Second: Hersh Schwartz

Roll call: 6-0-0

**Jim Bakker yea
Hersh Schwartz yea
Mick Rudd yea
Marian Peck yea
Rick Murray yea
Cathy Nagorski yea**

- **Cape Cod Visitors Guide:**

Move to rescind motion for \$3,850 from 3 December for 2/3-page ad in Cape Cod Visitors Guide.

Motion: Mick Rudd Second: Hersh Schwartz

Roll call: 6-0-0

Jim Bakker yea
Hersh Schwartz yea
Mick Rudd yea
Marian Peck yea
Rick Murray yea
Cathy Nagorski yea

- **Cape Cod Chamber:** Digital Advertising Campaign

Move to approve \$2,500 for Cape Cod Chamber 2015 online marketing campaign.

Motion: Mick Rudd Second: Hersh Schwartz

Roll call: 6-0-0
Jim Bakker yea
Hersh Schwartz yea
Mick Rudd yea
Marian Peck yea
Rick Murray yea
Cathy Nagorski yea

➤ capecodchamber.org & capecodtravelguide.com	➤
➤	➤ VALUE
➤ 2 E-blasts - 40K users requesting information about Cape Cod	➤ \$2,000
➤ Feature Listing in Activities Section - includes 9 photos & link	➤ \$795
➤ Sponsored Text Link to ptowntourism.com	➤ \$595
➤ Skyscraper 320x640 vertical banner with link	➤ \$1,450
➤ Fixed Banner - comes up when searching for Provincetown & link	➤ \$1,295
➤ Total	➤ \$6,135
➤ Discounted Rate	➤ \$2,500

- **Rack Card:** Updating design to reflect new Provincetown, *America's First Destination* brand – Print 20,000.

Move to approve \$1,261.00 plus shipping for printing of Provincetown rack card.

Motion: Mick Rudd Second: Hersh Schwartz

Roll call: 6-0-0
Jim Bakker yea
Hersh Schwartz yea
Mick Rudd yea
Marian Peck yea

Rick Murray yea

Cathy Nagorski yea

- **Outdoor Advertising:** Gathering information about potential billboard advertising in the Boston and Hartford areas

Tony – Kristen Mitchell at the Cape Cod Chamber bought a tri-screen vector banner ad on I-93 - which costs approximately 30k/monthly. Staff will explore options in RI and CT as well.

- **Dinah Shore, April 1 – 5, 2015:** Lynette Molnar of Girl Power Productions approached Staff to co-op with the VSB for a booth and ad in the program. The total cost of booth, airfare, hotel, etc is \$2,600.

Move to approve up to \$3,000 plus shipping of collateral to send a Provincetown representative to Dinah Shore, Palm Springs, CA, April 1-5, 2015.

Motion: Rick Murray

Second: Mick Rudd

Discussion: RM believes Provincetown should be present at the 25th Anniversary of Dinah Shore and Beth McGurr of Lesbian Night Life will be a great representative. Mick Rudd is in support as well and believes it's great value for the cost.

Roll call: 6-0-0

Jim Bakker yea

Hersh Schwartz yea

Mick Rudd yea

Marian Peck yea

Rick Murray yea

Cathy Nagorski yea

B. VSB Administration

- **NYE Fireworks Display:** Cathy Nagorski and Director of Tourism met with the Select Board on Monday 23 February – Shared the VSB motion to approve up to \$20,000 for New Year's Eve Fireworks Display – The Select Board has asked the PBG, Chamber and VSB to work together to bring the community together and provide activities and events on New Year's Eve – We responded that we will increase the regional radio and other advertising to maximize reach.
- **LGBT Expo** – Staff represented Provincetown and shared the booth with Massachusetts Office of Travel and Tourism. Staff believes the expo was better promoted this year under new management. A much better demographic was present at the expo. Gave out 1,500 tote bags and around 1,500 event brochures. MOTT would want to possibly have a double or triple booth in 2016 and include all of LGBT Massachusetts: Provincetown, Boston, Northampton, etc.

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

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Hersh Schwartz – would like to see more images from the trade shows that the Provincetown Tourism Office attends.

Cathy Nagorski – attended the PBG Marketing meeting last week. The VSB might be interested in attending the National Gay Lesbian Journalists Association (NGLJA) in San Francisco. The PBG will attend and share the space with Key West. Also, asked Staff where we stand with the June '15 FAM trip, the info kiosks outside the tourism office, and the revised grant application process. There are a few 2020 meetings coming up in Plymouth and would like the VSB to be aware.

Jim Bakker – none

Marian Peck – none

Rick Murray – asked to see a report from all the tourism grantees within 30 days of the event. Also, believes that last year's marketing campaign with Towleroad was successful and should be repeated again this year.

Mick Rudd - none

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

Move to approve the minutes from 2.18.2015.

Motion: Marian Peck Second: Jim Bakker

Roll call: 5-0-0 (Mick Rudd was absent for this vote)

Jim Bakker yea

Hersh Schwartz yea

Marian Peck yea

Rick Murray yea

Cathy Nagorski yea

Move to adjourn.

Motion: Jim Bakker Second: Hersh Schwartz

Roll call: 5-0-0 (Mick Rudd was absent for this vote)

Jim Bakker yea

Hersh Schwartz yea

Marian Peck yea

Rick Murray yea

Cathy Nagorski yea

Meeting was adjourned at 4:45pm.

Respectfully submitted,

Radu Luca