

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from May 20, 2015, 3:00 pm  
Provincetown Tourism Office  
330 Commercial Street**



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

**Members absent:** Hersh Schwartz, Marian Peck.

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

**Staff:** Anthony Fuccillo, Radu Luca

**Others:** Valsin Mamillion – Marmillion + Co. – conference call

**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.**
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- **EDGE Media:** Continue with monthly ad in EDGE on the iPad – Averaging 100k downloads monthly with 1-3 readers per download – Ads on EDGE-on-the-net, 3million monthly visitors – 90k impressions monthly ROS – Monthly eBlast with 55k subscribers – National News Letter with 55k subscribers twice weekly Wednesday and Friday with static Ptown Banner ad – Campaign is \$750.00 monthly

**Move to approve \$9,000 for EDGE Media campaign 7/1/15 through 6/30/16.**

**Motion: Mick Rudd**

**Second: Rick Murray**

**5-0-0**

- **THE FIGHT A Gay Revolution:** Sothern California LGBT Magazine – The June issue will be the official LA PRIDE Guide – Christopher Street West who puts on LA PRIDE will not publish a guide this year, they are partnering with THE FIGHT – I have demographics and information to share and discuss

**Move to approve \$2,195 for THE FIGHT Magazine.**

**Motion:**

**Second:**

No motions were made.

## **B. VSB Administration**

- **Provincetown on Parade:** Due to a conflict Val Marmillion will not join the VSB via phone 20 May to discuss – Targeting an evening in August for the launch party – Each VSB members to provide influential people to invite

Marmillion + Co. held a presentation and discussed present and future projects: Provincetown on Parade, Provincetown 2020 – Where in the World EDU project, info kiosks, Sister Cities Project, Media FAM trip

The VSB provided Staff potential Provincetown second homeowners who could promote Provincetown in their cities.

The VSB and Val Marmillion decided on September 9-12 for the media FAM trip.

The VSB and Val Marmillion decided to hold the Provincetown on Parade event on Thursday, August 27<sup>th</sup>.

**Move to approve up to \$11,400 for two digital information kiosks to be placed at the Chamber of Commerce and the Tourism Office.**

**Motion: Rick Murray**

**Second: Jim Bakker**

**5-0-0**

- **2020 update:** Where edu-project - Val will send screen shots to share with the VSB
- **Reminder - Board of Selectmen meeting:** Following Town Meeting approval of the 2016 Tourism Marketing Fund Budget, the VSB is on the Board of Selectmen's agenda

*more*

for Tuesday 26 May 2015 to request approval of the 2016 Tourism Marketing Grants and the Tourism Partner Coop Grants

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

Cathy Nagorski – none

Jim Bakker - none

Rick Murray – emphasized the (affordable) (seasonal) housing crisis in Provincetown.

Mick Rudd – none

Bob Sanborn - none

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

**Move to approve the minutes from 4.22.2015.**

**Motion: Rick Murray**

**Second: Jim Bakker**

**5-0-0**

**Move to adjourn.**

**Motion: Rick Murray**

**Second: Jim Bakker**

**5-0-0**

Meeting was adjourned at 4:45pm.

Respectfully submitted,  
Radu Luca