

**Town of Provincetown
Visitor Services Board
Meeting Minutes from October 6, 2015, 3:00 pm
Provincetown Tourism Office
330 Commercial Street**



Members present: Jim Bakker– Chair, Marian Peck - Vice Chair, Rick Murray, Hersh Schwartz, Rob Costa, Cathy Nagorski.

Members absent: Bob Sanborn - excused

Meeting was called to order at 3:00 pm by Jim Bakker.

Staff: Anthony Fuccillo, Radu Luca

Others: David Panagore – Town Manager, Michael Goff – Towleroad, Andy Towle – Towleroad, Bill Docker – Beautification Committee, Frank Vasello – Beautification Committee, Michelle Haynes – Cape Air / PBG, David Sanford- Crowne Pointe, David Yates- Brass Key / Crowne Pointe / Provincetown Pet Resort, Erin Atwood – Executive Director PBG, Eddie Atwood – PBG, Dennis Grundlock – Moonmaxx Productions

Agenda:

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

Michelle Haynes inquired when the VSB Marketing and Media Overview would be presented to the PBG and its membership. MH also inquired about the proper channels for the PBG membership to weigh in on the VSB's direction, marketing plan, PR Firm, etc. Regarding updated licensed businesses list, MH said we already have town staff in place to keep lists current and updated and we should be able to send out to media for First Light Provincetown promotional purposes.

RM asked whether the images from the VSB photo shoots would be shared with our tourism partners, the PBG and the Chamber. Spoke with David Sanford from the Shipwreck Lounge and Crowne Pointe regarding NYE weekend hours. Urges the Licensing Department

to keep current and updated list of all businesses. There are new license renewal forms and that the info should be there. Would like to thank the Town Manager for being present at 4 VSB meetings in a row.

David Sanford inquired whether there is one contact person / portal for what's happening in the shoulder season. Believes there should be one contact person for all tourism partners. Jim Bakker said this would be done through Provincetown 365 and they would relay information to PBG and Chamber of Commerce.

David Panagore said we're working on updated lists for the Provincetown First Light and it's a process; the goal is to make all of our lists accurate and up to date, then the information would be relayed to the Chamber and PBG. The Provincetown 365 is not an information portal for businesses, but it's rather a link to a survey, via Google Docs, that collects information on businesses that are open for NYE, their hours, events & activities that businesses offer, etc.

Erin Atwood sent out an e-blast to the membership asking who would be open NYE weekend, but the list is as better as the information submitted to the PBG.

Hersh Schwartz- the only flaw with the Provincetown 365 business survey is that it behooves businesses to respond.

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

None

3. First Light Provincetown New Year's Weekend updated. Motions may be made. Votes may be taken. (Requested by Jim Bakker)

David Panagore came before the VSB to provide an update regarding First Light Provincetown NYE event in Provincetown.

The \$15,000 motioned by the VSB for New Year fireworks will be used in the following way:

- Ocean State Pyro Technics will be contracted to produce the New Year fireworks show for \$15,000.
- The \$15,000 includes the fireworks display, however not the barge, which costs \$8,000 to lease and transport.
- Michael Winkler, owner of Winkler Crane & Construction Company, will donate the barge and transportation of the barge.
- The PBG and Chamber are working together gathering what will be open
- The fireworks will take place on Saturday 2 January between 5:30 and 6:00 PM

The committee formed for New Year's Weekend has been working together to make the weekend a success:

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- The weekend will be named “First Light Provincetown”
- A First Light Provincetown Events Schedule is being developed.
- The events schedule will be printed as a tri-fold brochure, and distributed in guesthouses, restaurants, bars, shops, galleries, etc.
- The tri-fold brochure will include a map of the town with all open businesses highlighted.
- The events will possibly include, dropping a drag queen from the top of Tin Pan Alley at midnight, Polar Plunge New Year’s day with followed by a Chili Party.
- The DPW is working on a proposal to illuminate areas of the town from Standish Street to Gosnold Street, including Ryder Street. Depending on the cost of illumination will determine what is lit.

David Panagore hopes to have a list of events and what’s open by next meeting. In the future would like to answer for funds for the tri-fold and illumination. Asked DPW for a budget for lighting and decorations, but that wasn’t ready at the previous FLP meeting. Yet, he wouldn’t like to delay the marketing piece.

Move to approve up to \$2,000 for First Light Provincetown promotional materials.

Motion: Rick Murray Second: Rob Costa 6-0-0

Discussion: RM would like Staff to reach out to business owners for various quotes and work together, have banners produced. Also, would like to have a gift fund created for these purposes. Would like to spend funds now to purchase special lighting and decorations for the winter season.

Move to approve \$3,000 from Municipal Funds to go towards the purchasing of holiday decorations.

Motion: Cathy Nagorski Second: Hersh Schwartz 6-0-0

4. Beautification Committee – Update and recap of activities and projects. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Jim Bakker)

Bill Docker and Frank Vesello present.

Financial Report: \$13,122.59 in General Fund and \$3,733.87 in Gift Fund

- Outstanding Expenses and Unpaid Landscaping Contract to be taken from current budget as of Oct. 6, 2015 - \$2,350 from General Fund

- 2015 Projects and Accomplishments were:

- Replanting of Town Islands: Bradford/Shankpainter Rd; Bradford/Standish; Bradford/West Vine; Conwell/Harry Kemp Way. Approx. \$1000 each

- Plantings and Flowers for Town Hall, Lopes Square, Bus Stop Park, VSB - Total spent approx. \$1,200.

- VSB building/Old Library: worked with Buildings & Grounds for new sign in front, painting of

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railings and bench around tree, replacement of brick sidewalk area, replacement of brick planting flower bed, removal of old/overgrown bushes in front of building; total spent approx. \$400

Committee Projects in process:

- Grace Hall Parking Lot Slope replanting with shrubs and bulbs (to be completed by mid-November)

Committee Planning Meeting for 2016 scheduled for November 4, 2015; Projects under consideration (but not fully discussed and no votes taken, as of this email):

- Replanting Historical Elms and Oaks on Commercial St.
- 2020 Celebration Budget set-aside
- Additional flower containers around town
- Plantings and hard-scaping at Community Center, Library, Former High School (Approx. \$1500 per location)
- Pilgrims' First Landing Park assistance with lighting
- Covered areas at Bus Stop Park for visitors waiting to reboard their buses.
- Tree trimming - town wide town-owned sites
- Additional Water Bags for existing trees-at-risk.

RM would like to have the front of the Tourism Office beautified, for our visitors and townspeople. Some work has been done, but there's still work to do with the tree.

CN a couple of meetings ago someone from the Pilgrims First Landing Park showed up before the VSB to request funding for new bricks and granite. Beautification will be meeting with Lori Meads and will work together with PFLP and DPW – Buildings in grounds.

Frank Vasello met with Lori Meads from the Pilgrims First Landing Park. The State owns the land and it would be the State's responsibility to upkeep the park, but this hasn't been the case.

HS would like to thank Beautification and commend them for their activities and projects; she noticed a difference in town in the past year.

A group of people will hold a presentation on top on Beautification about re-treeing in Provincetown.

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.**

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- **Boston Globe Media:** Provincetown has had considerable success with Boston Globe digital advertising. In addition, the Boston Globe print ads have been placed in key long table life issues. Boston Globe Magazine has 850,00 subscribers. There are 4 proposals from this publication: \$25,120, \$18,976, \$17,836 and \$12,400. **The budget dollars, \$30,000 for the 2016 Boston Globe Media campaign, were voted on by the VSB as part of the 2016 Five Year Plan.**

INSERTION DATE	AD SIZE	PROPOSED REACH	NET VALUE	RATE VALUE
Oct & Dec digital	Half Page and Big Ads	279,000 impressions	\$4,045	\$5,806
Mar – May digital	Half Page and Big Ads	439,000 impressions	\$5,965	\$8,646
Nov 8 th Winter	Half Page Print ad	> 800,000 readers	\$3,022	\$5,674
Jan 17 th Weddings	Half Page Print ad	> 800,000 readers	\$3,022	\$5,674
Mar 20 th Spring	Half Page Print ad	> 800,000 readers	\$3,022	\$5,674
Apr 24 th Arts Issue	Half Page Print ad	> 800,000 readers	\$3,022	\$5,674
May 15 th Summer	Half Page Print ad	> 800,000 readers	\$3,022	\$5,674
Jun 5 th Dining Out	Half Page Print ad	> 800,000 readers	\$0,000	\$5,674
Jul 10 th Your Home	Half Page Print ad	> 800,000 readers	\$0,000	\$5,674
TBD Sunday Travel	2 Column x6" Print ad	> 1,100,000 readers	\$0,000	\$7,700
Total Investment			\$25,120	\$62,010

INSERTION DATE	AD SIZE	PROPOSED REACH	NET VALUE	RATE VALUE
Oct – Dec digital	Half Page and Big Ads	450,000 impressions	\$4,955	\$7,830
Mar – May digital	Half Page and Big Ads	450,000 impressions	\$4,955	\$7,830
Nov 8 th New Year	Half Page Print ad	> 800,000 readers	\$3,022	\$6,788
Jan 17 th Weddings	Half Page Print ad	> 800,000 readers	\$3,022	\$6,788
Apr 24 th Arts Issue	Half Page Print ad	> 800,000 readers	\$3,022	\$6,788
Jun 5 th Dining Out	Half Page Print ad	> 800,000 readers	\$0,000	\$6,788
Total Investment			\$18,976	\$42,812

INSERTION DATE	AD SIZE	PROPOSED REACH	NET VALUE	RATE VALUE
Oct – Dec digital	Half Page and Big Ads	500,000 impressions	\$4,385	\$8,330
Mar – May digital	Half Page and Big Ads	500,000 impressions	\$4,385	\$8,330
Nov 8 th Winter	Half Page Print ad	> 800,000 readers	\$3,022	\$6,788
Mar 20 th Spring	Half Page Print ad	> 800,000 readers	\$3,022	\$6,788
May 15 th Summer	Half Page Print ad	> 800,000 readers	\$3,022	\$6,788
Jun 5 th Dining Out	Half Page Print ad	> 800,000 readers	\$0,000	\$6,788
Total Investment			\$17,836	\$43,812

INSERTION DATE	AD SIZE	PROPOSED REACH	NET VALUE	RATE VALUE
Oct – Dec digital	Half Page and Big Ads	325,000 impressions	\$6,010	\$6,580
Mar – May digital	Half Page and Big Ads	325,000 impressions	\$6,390	\$6,580
Total Investment			\$12,400	\$13,160

Move to approve \$ 17,836 for the Boston Globe media advertising campaign.

Motion: Rob Costa

Second: Marian Peck

6-0-0

Discussion: RM doesn't feel comfortable spending this much money on print and would like to spend moneys differently, but also in other issues. RC is in favor of the weddings and arts issue. HS it's not necessarily the wedding, but the anniversaries coming up in the future. TF said the CTR for Provincetown has been well above average.

- **Dunes Radio:** Live Remote for Holly Folly – Bring the DUNES Radio Van to Provincetown for three hour Live Remote on Saturday 5 December from 1-4pm Promote New Year’s Weekend - First Light Provincetown

Move to approve \$500 for the Holly Folly Dunes Radio Live Remote.

Motion: Rick Murray

Second: Cathy Nagorski

6-0-0

- **Spring Radio:** Commercial Spot placement of the Spring Semester Radio Campaign, January through June. The budget dollars, \$35,000 for the fall and spring radio campaigns, were voted on by the VSB as part of the 2016 Five Year Plan.

Move to approve \$18,000 for Spring 2016 radio campaign.

Motion: Hersh Schwartz

Second: Jim Bakker

6-0-0

Discussion: RM would like to instruct staff to communicate with PBG and Chamber to not duplicate marketing efforts. Erin Atwood and TF will communicate re: locking in promotional spots and airtime.

- **Cape Cod Broadcasting Media:** Next steps to accomplish targeted digital direct mail focus advertising. **First VSB meeting in November:** Cape Cod Broadcasting will visit the VSB to present optimal digital marketing through VICI Media, a third party digital marketing organization.
 - Retargeting
 - Regional targeting (**Please consider where you would like to target**)
 - LGBT, behavioral, IP address targeting
 - Key word search
 - 45 different publishers
 - 90% of all digital published sites available
 - 10% not available is not suitable ad space
 - All inventory above the fold

B. VSB Administration

- The 1st quarter room occupancy tax and meals tax deposits have come in from the Department of Revenue
- **Room Occupancy Tax \$863,927** - The room occupancy tax payment is for the months of May, June and July and is an increase of 1.7% from the \$849,508 received in the first quarter for FY 15.
- **Meals Tax \$250,428** - The meals tax payment is also for the months of May, June and July and is an increase of 6.8% from the \$234,552 received in the first quarter for FY 15.

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- **Five Year Plan (DRAFT):** Review and discussion - The format has changed to increase clarity and effectiveness of information presented. If the VSB has further edits, the VSB DRAFT of the Five Year Plan will be updated and voted on at the Tuesday 27 October meeting.
- **Board of Selectmen:** Tuesday 13 October Media Meeting with the Board of Selectmen has been postponed to early November. The date has not been set.
- **Fantasy Fest:** Staff discussed opportunities with Guy Ross – Fantasy Fest has become more and more mainstream general public over recent years, Oct 23 – Nov 1.
 - a. The offer of a table at the marketplace was pre-mature and not possible. Market place is operated by a business owner in Key West and will only sell the tables.
 - b. The LGBT opportunities are:
 - 1. A table on Duval Street – The Street is full of foot traffic all week long. Businesses set up tables. Arranging with Val Marmillion and Juan Pisani to have a table in front of the Peace Store.
 - 2. Setting up banners at Tutu Tuesday – 2,000 people attend – Guy is looking into getting permission.
 - 3. Setting up banners at Civil War Fort for LGBT Dance Party– 300 people attend – Guy is looking into possibility
- **New Year's Eve Proposed Marketing Budget Draft:** Updated Friday 2 October - This does not require a motion – it is intended to provide transparency of the spending for NYE.

PUBLICATION	INSERTION	ADS	INVESTMENT
News Release	October	Regional media	0
Social Media	Oct - Nov-Dec	Posts	0
CapeCod.com	Nov-Dec	ads in rotation	1,600
Ocean 104.7	Nov 17-22 Dec 1-7 Dec 28 - Jan 1	90	952
Q 99.9	Nov 17-22 Dec 1-7 Dec 28 - Jan 1	90	952
PIXY	Weeks Nov 17 & Dec 15	56	800
Dunes	Month of December	150	750
Dunes Remote		Saturday Dec 5	500
Boston Globe Magazine	8-Nov	1/2 page	1,500
Boston Spirit Magazine	Fall Issue	1/2 page	1,800
Boston.com	Nov-Dec	300,000 impressions	3,300
CapeCod.com	Nov-Dec	8 week presence	1,600
Billboard - Outdoor	Nov 16-30	1,500,000 views	3,000
Total			\$16,754

- **First Light Provincetown:** The newly named Provincetown New Year's Eve Weekend event. This year the dates are December 30 – January 3.

Please see 3.

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

Jim Bakker – none

Rick Murray – regarding advertising internationally, there are a lot of people with disposable incomes in Barcelona, London, Paris. Would like the Town to ease bylaws for guesthouses and B&B's and encourage tourism and business altogether.

Great to have more stakeholders in the audience to ask questions and hear about what the VSB is doing. Helped raise almost \$1,500 for NYE fireworks. Disappointed that we missed the opportunity to have more billboard exposure on I-93 S. Excited that the Town Manager has been attending VSB meeting and is in touch with what the VSB is doing.

Rob Costa – would want to see VSB and Staff to explore advertising opportunities at international level in Ibiza, Mykonos, etc.

Hersh Schwartz – none

Marian Peck – none

Cathy Nagorski – none

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

Move to approve the minutes from 9.22.2015.

Motion: Rick Murray

Second: Rob Costa

6-0-0

Move to adjourn.

Motion: Hersh Schwartz

Second: Marian Peck

6-0-0

Meeting was adjourned at 5:00 pm.

Respectfully submitted,
Radu Luca