

**Town of Provincetown
Visitor Services Board
Meeting Minutes from October 27, 2015, 3:00 pm
Provincetown Tourism Office
330 Commercial Street**



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

Members absent: Rick Murray – excused.

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

Staff: Anthony Fuccillo, Radu Luca.

Others: Candy Collins-Boden; Douglas Walker, Lindsay Nickerson: both Blue Day Spa.

Agenda:

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

Cathy Nagorski- everyone had a great Women’s Week, the golf tournament was reworked, and there is discussion about improvements for next year.

Douglas Walker – First Light Provincetown and Fireworks is a great idea and offered his help with planning and logistics.

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

None

3. Five-Year Plan FY2017 – FY2020. Motions may be made. Votes may be taken. (Requested by Jim Bakker)

Please see discussion and votes under Tourism Director’s Reports - Administration.

- **Five Year Plan DRAFT:** Review and discussion - The format has changed to increase clarity and effectiveness of information presented.
 - The VSB decided to increase the Municipal line item from \$30K to \$40K
 - The VSB decided to increase the Marketing line item from \$330K to \$335K

Move to approve the Five-Year Plan FY2017-2021, with the Visitor Services Board's edits, and recommend it to the Board of Selectmen for approval.

Motion: Marian Peck

Second: Hersh Schwartz

6-0-0

- **Board of Selectmen:** Monday 9 November Media Meeting with the Board of Selectmen. Monday 23 November Five Year Plan Meeting with Board of Selectmen.
- **Fantasy Fest:** Guy Ross from Key West Tourism Office is not having success incorporating Provincetown into the Fantasy Fest. The sister city agreement has been drafted and is pending agreement of the three cities, and Fort Lauderdale officials. Therefore, with pre-planning and an official agreement we can make this a success next year, and do it right.
- **First Light Provincetown:** The newly named Provincetown New Year's Eve Weekend event. This year the dates are December 30 – January 3.

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.

- 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 guest houses, 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, a Zip Line sending a drag queen from the front of the Town Hall, Polar Bear Plunge New Year's day followed by a Chili Party at Harbor Lounge.
- The DPW has provided a proposal to illuminate the Town Hall including Ryder Street, and the Transportation Center

TOURISM OFFICE - FIRST LIGHT PROVINCETOWN CAMPAIGN 2015			
Revised 10/16/15			
PUBLICATION	INSERTION	ADS	INVESTMENT
News Release	October	Regional media	0
Post Card/Rack Card	Halloween Week 26 October	5000 distributed in Ptown	750
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 30 second spots	952
Q 99.9	Nov 17-22 Dec 1-7 Dec 28 - Jan 1	90 30 second spots	952
PIXY	Weeks Nov 17 & Dec 15	56 30 second spots	800
Dunes	Month of December	150 30 second spots	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
NEXT Magazine	Nov-Dec	Digital web & newsletter	1,000
EDGE	Nov-Dec	Digital web & newsletter	1,500
HotSpots	Nov-Dec	Digital web ads	0
SHE Magazine	Nov-Dec	Print and Digital Magazine	800
IGLTA banner ads	Nov -Dec		400
Passport Magazine Digital ads	Nov - Dec		0
Cape Cod Chamber of Commerce	Nov-Dec	Cape Cod Holiay Calendar	0
Ocean 104.7	Last Minute 12/31/2015	18 Sudden Imapacts	216
Q 99.9	Last Minute 12/31/2015	18 Sudden Imapacts	252
Cape Country	Last Minute 12/31/2015	18 Sudden Imapacts	168
Total			\$21,204

- **Holiday Lighting of Town:** The budget from the DPW is \$5,641. The VSB motion and voted to use \$3,000 at the 6 October meeting. Additional \$2,641 is needed.

Move to approve up to \$3,000 from Municipal Funds for Town Holiday Lights.

Motion: Marian Peck Second: Cathy Nagorski 6-0-0

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

Jim Bakker – none

Bob Sanborn – would like staff to explore carrousel Facebook ads. Boston Spirit will be having a Best of New England issue soon and we should look into having a presence.

Move to approve \$1,800 for a half page ad in the Boston Spirit Magazine Best of LGBT New England issue.

Motion: Rob Costa Second: Cathy Nagorski 6-0-0

Rob Costa – will attend the Greater LGBT Boston Chamber of Commerce event in Boston on October 28th and help promote Provincetown.

Hersh Schwartz – none

Marian Peck – none

Cathy Nagorski – inquired about the David A. Cox commissioned videos and asked about an update. Asked staff to explore options to advertise on TripAdvisor to reach our international markets. Inquired about updates on trade shows such as Aspen Gay Ski Week and Dinah Shore.

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

Move to approve the minutes from 10.6.2015.

Motion: Bob Sanborn Second: Hersh Schwartz 6-0-0

Move to adjourn.

Motion: Marian Peck Second: Bon Sanborn 6-0-0

Meeting was adjourned at 4:45 pm.

Respectfully submitted,
Radu Luca