

**Town of Provincetown
Visitor Services Board
Meeting Minutes from November 3, 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, Rick Murray

Members absent:

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

Staff: Anthony Fuccillo, Radu Luca.

Others: Erin Atwood, Eddie Atwood – PBG, Devan Atenian, Melinda Baker – Cape Cod Broadcasting Media, David Sanford – Crowne Pointe, Pete Okun – Purple Feather, Candy Collins Boden – Chamber of Commerce, Dennis Grundlock – MoonMaxx Productions, Michelle Haynes – Cape Air.

Agenda:

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

Michelle Haynes – would like to voice concerns about the holiday press release that went out on Nov 3. She believes it resembles a release the Monument would send out and it doesn't reflect Provincetown's individuality and uniqueness. Believes a survey should be done within the business community to inquire about where the town should advertise and how the town should cater to the LGBT and other demographics.

RM would like to market more to the LGBT demographic and include more LGBT accolades in our press releases.

Dennis Grundlock – The Masquerade Ball was a huge success and the majority of the people who attended the ball were LGBT. He believes it's mostly the LGBT demographic that

support and fund Provincetown and the VSB and the town should make more efforts to advertise to the LGBT demographic. Believes Carnival and Halloween, two of the most well attended events LGBT-driven.

David Sanford believes the majority of the population that comes to Provincetown is LGBT and that the town should increase the LGBT spending from the tourism fund.

Peter Okun – regarding the billboard on Mass Pike, believe the Pilgrim Monument is Provincetown’s quintessential symbol and everyone in the state would recognize it and is a beacon and something people relate to. Wouldn’t want to see buff men on a Provincetown billboard on Mass Pike. The majority of his business, sales and demographic is straight and day-trippers.

Rob Costa – the VSB promotes to all markets and demographics, including the day-trippers.

Hersh Schwartz – also believes the Monument is a symbol for Provincetown, but also the billboard on Mass Pike should be more lively and appealing.

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

None

3. Cape Cod Broadcasting Media Advertising Campaign Presentation.

Melinda Baker and Devan Atenian presented a media advertising retargeting campaign tailored to Provincetown’s needs. The VSB presented their input and Cape Cod Broadcasting Media will compile a proposal for the Board’s consideration.

4. 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.

- **Discover New England:** 2016 DNE Summit in Newport RI, 4-6 April – Registration and Booth \$995.

Move to approve \$995.00 plus travel for Discover New England Summit.

Motion: Rick Murray

Second: Hersh Schwartz

7-0-0

- **IGLTA:** Renew twelve month 300x250 banner ad on the International Gay and Lesbian website homepage

more

- IGLTA reevaluated advertising rates and realized their pricing was significantly lower than the industry.
- Therefore, beginning in 2016, the rates have doubled.
- The 2015 rate was \$3,500 less a \$1,000 discount.
- The 2016 rate is \$7,500.
- The 2016 renewal rate is \$3,999.
- The monthly cost is \$333.25.

Move to approve \$3,999 for International Gay and Lesbian Travel Association 12-month banner ad campaign.

Motion: Rick Murray

Second: Marian Peck

7-0-0

B. VSB 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
- **Five Year Plan DRAFT:** Review and discussion - The format has changed to increase clarity and effectiveness of information presented.
 - Five Year Plan has been submitted to the Board of Selectmen
 - Monday 23 November, Media Overview & Five Year Plan Meeting with Board of Selectmen.
- **Cape Cod Chamber of Commerce:** Annual Membership Renewal \$295 – The Regional Tourism Council funded by Massachusetts Office of Travel & Tourism.

Move to approve \$295 for Cape Cod Chamber of Commerce membership renewal.

**Motion: Cathy Nagorski
was absent for this vote)**

Second: Bob Sanborn

6-0-0 (Marian Peck

- **Pink Triangle:** Sister cities pink triangle project - MOU with David Panagore for approval
- **First Light Provincetown:** Active revolving campaign outline.

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 Holiday 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

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

Jim Bakker – Believes it's important to advertise to the gay market, but also the general audience.

Bob Sanborn – believes the more recent photo shoots compile edgier images and we should use them for promotional purposes. Copied the Tourism Office on the Palm Springs article about how to proactively advertise to an aging LGBT community. Will not be able to attend the next meeting.

Rob Costa – the VSB could take out billboards to celebrate and promote diversity in Provincetown.

Hersh Schwartz – none

Marian Peck – believes the VSB should advertise to all demographic and everything overlaps in terms of visitation here to Provincetown; asked whether a list of open businesses over First Light Provincetown would be printed out.

Rick Murray – believes billboards or other important promotional materials should be at least presented to the Chairperson of the VSB and should be more visually appealing and provocative.

