

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from November 17, 2015, 3:00 pm  
Provincetown Tourism Office  
330 Commercial Street**



**Members present:** Jim Bakker– Chair, Marian Peck - Vice Chair, Hersh Schwartz, Cathy Nagorski, Rick Murray – conference call, Bob Sanborn – conference call

**Members absent:** Rob Costa – excused.

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

**Staff:** Anthony Fuccillo, Radu Luca.

**Others:** Peter Brown – Provincetown Banner, Candy Collins-Boden, Val Marmillion – conference call, Erin Atwood – PBG, Eddie Atwood – PBG.

**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. Marmillion + Co update. Discussion dependent. Motions may be made. Votes may be taken.

Val Marmillion presented an update and memorandum on how to best establish a brand position, personality for the town, how to transition to new administration, and new marketing and advertising strategies. Also, who our demographic and visitors are and how to best utilize marketing revenues and avenues to achieve the best ROI.

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VM suggested we looked at other destinations' marketing strategies , with similar or utterly different budgets, such as Key West, Fort Lauderdale and Palm Springs.

VM presented some takeaways from the IGLTA and CMI market research studies, and proposals from different research companies to produce and execute a visitor survey for Provincetown. Whoever does the survey, should take into consideration the LGBT nature of Provincetown. The VSB also looked at a Google Analytics chart of Provincetown-related searches: transportation, beaches, hotels, etc

VM stressed the importance of the VSB's staying on strategy and following the five-year and media plan and strategies that are in place.

Rick Murray suggested we didn't take A Marketing's proposals because of the misspelling of the name Provincetown. A presentation was done at the FAWC a few years ago by an agency from San Francisco and we could possibly use that as a guideline to save funds.

Bob Sanborn – acknowledges VM's presentation includes an abundance of information re: visitor survey bids and we need important data. We will not get the cooperation we need from the stakeholders here in Provincetown, but hiring an outside company requires a significant investment on this project. In the past, remembers we contracted CMI to do surveys for the tourism office and the town. Agrees that a company should specialize in LGBG destinations marketing surveys.

The VSB asked where the funding for a visitor survey would come from.

Tony Fuccillo – a visitors survey was done back in 2006, funded in part by the Mass Cultural Council. The survey was done by Center for Policy Analysis at UMass Darmouth and was prepared for the MCC Adams Grant Task Force and the Provincetown Economic Development Council. We're looking at ways to fund this current project.

#### 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.**

➤ **Destinations:** ABA publication – American Bus Association bi-monthly publications – Place a half page ad in the Jan/Feb issue. The issue is given to all the Tour Operators and Receptive Tour Operators who attend the January ABA Market place in Louisville KY.

Bus Tours bring to Provincetown approximately \$4,000,000 in business annually

**Move to approve \$2,410 for Destinations American Bus Association publication.**  
**Motion:**                      **Second:**

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**Motion: Hersh Schwartz                      Second: Cathy**

**Discussion:** BS asked whether this is money well spent and brings a return. Candy Collins-Boden believes this is well worth it.

MP believes the previous ad was too generic and it needs to focus on lodging, shopping, restaurants, etc. CN asked whether there's a smaller size ad, RM asked whether the group tour people really spend \$100/person in town, HS believes they do spend 100/pers.

**Roll Call vote: 4 yea 2 nay, motion carries**

**Marian Peck yea**

**Cathy Nagorski nay**

**Hersh Schwartz yea**

**Jim Bakker yea**

**Rick Murray nay**

**Bob Sanborn yea**

- **Aspen Gay Ski Week:** Full page ad in program. This year is the 39<sup>th</sup> Annual Gay Ski Week, Jan 17-24, 2016, Aspen CO

**Move to approve \$1,000 for one full-page ad in the Aspen Gay Ski Week program.**

**Motion: Cathy Nagorski                      Second: Hersh Schwartz**

**Discussion:** BS believes this is out target market and this is money well spent.

**Roll Call vote: 6 yea 0 nay, motion carries**

**Marian Peck yea**

**Cathy Nagorski yea**

**Hersh Schwartz yea**

**Jim Bakker yea**

**Rick Murray yea**

**Bob Sanborn yea**

- **Miss Richfield 1981 Tour Sponsorship:** Exclusive Destination Sponsor of all Performances – Received the attached proposal from Matthew Farber – Destination Sponsor is posted at all performances and is included in the video portion of the show – Miss Richfield 1981 will mention Provincetown in all performances – The audience we would reach is ideal potential LGBT visitors. The proposal includes two options: \$6,000 or \$12,000.

CN recused herself from the discussion and stepped into the audience. RM recused himself from the conversation and would like to have recorded in the minutes that, although the Director of Tourism had emailed his report together with this proposal the Friday prior to the meeting, this is the first time he heard about or seen this presentation and proposal.

**Move to approve \$6,000 for the Miss Richfield 1981 sponsorship package.**

**Motion: Bob Sanborn                      Second: Marian Peck**

**Discussion:** BS thinks this is something new and believes sponsoring an entertainer and not another could backlash. That being said he has seen Miss R outside of Provincetown and she is out there promoting the destinations that sponsor her. She mentions Provincetown in her

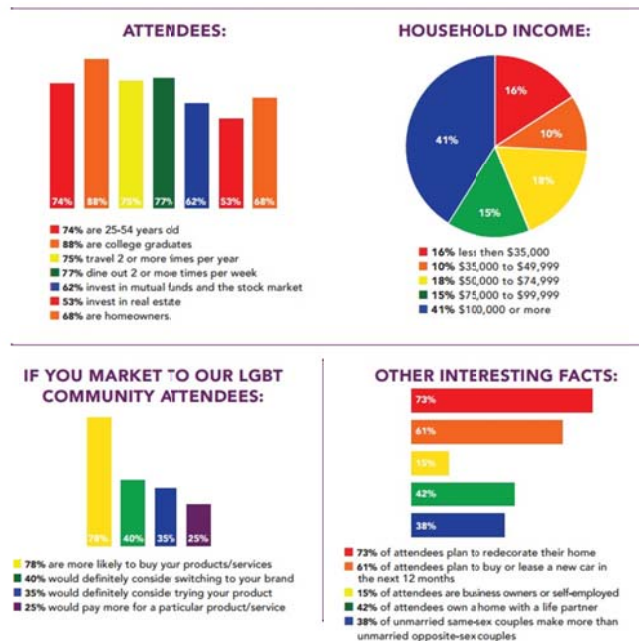
shows anyway, but there could be some value for the \$6,000 because this is promotion aimed towards our target market.

MP is concerned about sponsoring one entertainer and not another would set a precedent. TF calcified this would fall under marketing and promotion since everything is done through the entertainer.

**Roll Call vote: 0 yea 2 nay, 4 abstentions, motion does not carry**

**Marian Peck a**  
**Hersh Schwartz nay**  
**Jim Bakker nay**  
**Bob Sanborn a**  
**Rick Murray a**  
**Cathy Nagorski a**

➤ **Original LGBT EXPO:** March 12 & 13 at Javits Center. Single booth: \$2,499.



**Move to approve \$2,499 plus travel for New York Original LGBT Expo.**

**Motion: Cathy Nagorski Second: Jim Bakker**

**Discussion:** BS asked whether the PBG is participating in any way. Believes LGBT Expo is not our target audience and maybe the money is better spent doing Palm Springs Pride, Boston Pride, or Fantasy Fest. EA said this will be presented to the PBG Board for approval and we have done that in the past. JB suggested we held off and wait for the PBG board to make a decision and possibly share the cost. RM doesn't think this is a wise investment and just because other destinations are going doesn't mean we should go, has attended many years in a row and we should focus and spend our marketing dollars in a more strategic way on something new. Also, agrees with BS that this is not our target audience.

**Roll Call vote: 0 yea 6 nay, motion does not carry**

**Marian Peck nay**  
**Cathy Nagorski nay**  
**Hersh Schwartz nay**  
**Jim Bakker nay**  
**Rick Murray nay**  
**Bob Sanborn nay**

- **News Release:** Received three pick-ups
  1. Passport Magazine – Provincetown Public Library #1 in the nation
  2. CapeCod.com – Provincetown to feature weekend of Thanksgiving events
  3. CapeCod.com – First Light Provincetown
  
- **Researching the following new opportunities:**
  4. The Gay & Lesbian Review *WORLDWIDE* : A bi-monthly LGBTQ magazine about history, culture and politics – Print and digital opportunities
  5. mygaytrip: A gay lifestyle & travel website and printed pocket guide
  6. Mister BnB: “#1 International gay travel platform that connects gay travelers and hosts alike” (All Ptown guest houses should be on this site)
  7. Mister 10: Top Ten Gay Travel Tips – “Travel and review the gay world: bars, clubs, accommodations and so much more.”
  8. Wedding Salon Show – Piggyback with Cape Cod Chamber Jan 26th
  9. Travel & Adventure Show – Philadelphia, Piggyback with Cape Cod Chamber

BS said Mr BnB is an interesting but dangerous (offset of Air BnB, accommodations that don’t collect room tax) and this would be a dangerous precedent, but on the other hand this is our target audience.

**B. VSB Administration**

- **Pink Triangle:** Sister cities pink triangle project
  - MOU with David Panagore for approval
  - He is sharing it with Town Counsel for vetting before proceeding
  - Will be an agenda item for joint meeting with BoS on 23 November
  
- **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

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

Jim Bakker – would like Staff to pass along to VSB the new grant matrix criteria. Received a request from Don Murphy to amend the tourism grant agreements. Would like to have discussion about moving our meetings to Town Hall and have them televised.

Bob Sanborn – point of clarification: The VSB has already voted to approve the Five-Year Plan and there is no need for a joint meeting with the Board of Selectmen. Would like to ramp up target marketing and promote events outside of summer. Spoke with Key West at the event in Palm Springs and wanted to clarify they definitely would like to extend us the invitation to participate in the Fantasy Fest, but we should get to them earlier next year and they would be able to do a lot more if there's notice.

Hersh Schwartz – having the meetings at town hall and televised is a great tool to let the town know about the VSB is doing.

**Move to have the VSB meetings televised.**

**Motion: Hersh Schwart                      Second: Rick Murray**

**Discussion:** TF said that PTV is here in the Freeman Street building and they could assist with the process right here in the building. PB said there are approx. 8 boards that are televised. BS point of clarification: BOS made a motion to record all the regulatory boards. In for of transparency, but believes there could be a lot of other consequences and is not in favor.

**Roll Call vote: 3 yea 2 nay 1 abstention, motion carries**

**Marian Peck nay**

**Cathy Nagorski a**

**Hersh Schwartz yea**

**Jim Bakker yea**

**Rick Murray yea**

**Bob Sanborn nay**

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Marian Peck – none

Rick Murray – asked whether the new graphics the owner of Seaglass Inn had produced to promote FLP had been presented at the First Light Provincetown meeting on Monday, Nov 16. Would like the materials for FLP to be presented in a timely manner. Would like the new FLP materials be updated to reflect the New Year. Asked whether there were any photo shoots done over Women’s Week. Would like to have a schedule for upcoming photo shoots and trade shows.

Cathy Nagorski – going into winter encourages staff to look into new roll-ups with the new photography on file. Followed up on the joint meeting for Monday’s VSB meeting and asked what to prepare. The main focus for the VSB will be the 5-year plan and then Staff will present a media overview to the BoS. We had Cape Cod Broadcasting here two weeks ago and inquired whether there will be a recommended motion presented to the VSB. Asked to revisit the new grant matrix criteria.

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

**Rick Murray moved to amend the minutes and his board member comments from the previous meeting on 11.3.15.**

**Motion: Rick Murray                      Second: Cathy Nagorski**

**Roll Call vote: 6 yea 0 nay, motion carries**

**Marian Peck yea**

**Hersh Schwartz yea**

**Jim Bakker yea**

**Bob Sanborn yea**

**Rick Murray yea**

**Cathy Nagorski yea**

**Move to approve the minutes as amended from 11.3.2015.**

**Motion: Marian Peck                      Second: Cathy Nagorski**

**Roll Call vote: 6 yea 0 nay, motion carries**

**Marian Peck yea**

**Hersh Schwartz yea**

**Jim Bakker yea**

**Bob Sanborn yea**

**Rick Murray yea**

**Cathy Nagorski yea**

**Move to adjourn.**

**Motion: Hersh Schwartz                      Second: Marian Peck**

**Roll Call vote: 6 yea 0 nay, motion carries**

**Marian Peck yea**

**Hersh Schwartz yea**

**Jim Bakker yea**

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**Bob Sanborn yea**

**Rick Murray yea**

**Cathy Nagorski yea**

Meeting was adjourned at 4:30 pm.

Respectfully submitted,

Radu Luca