

**Town of Provincetown
Visitor Services Board
Meeting Minutes from December 1, 2015, 3:00 pm
Provincetown Tourism Office
330 Commercial Street**



Members present: Jim Bakker– Chair, Hersh Schwartz, Cathy Nagorski, Rob Costa

Members absent: Marian Peck - Vice Chair – excused, Bob Sanborn – excused, Rick Murray

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

Staff: Anthony Fuccillo, Radu Luca.

Others: Pete Okun – The Purple Feather, Dennis Grundlock – PBG, Candy Collins-Boden – Chamber of Commerce

Agenda:

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

Pete Okun- commented on the article that appeared in the Banner on Nov 30. PO missed the public statements, but another member of the public came in later and was allowed to make comments. Would like to reiterate the statement from before, feels that the Town should continue supporting non-LGBT targeted marketing efforts. Hopes that going forward, the VSB will see the importance of marketing to the general audience and understands that the PBG is a membership organization chartered with marketing to the LGBT, but the VSB should represent the entire town.

Jim Bakker apologized if PO couldn't make any public statements on Nov 3 and responded that Bob Sanborn had already said he had the information that member of the public wanted to present to the Board.

Hersh Schwartz agrees that the meeting on Nov 3 was out of control and certain VSB members and members of the public were out of order.

Dennis Grundlock doesn't believe that the LGBT community is trying to hijack marketing funds, but trying to figure out how to best spend marketing funds. There are a lot of passionate people in the community and we need to keep in mind everyone's and the town's best interest.

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

None

3. Tourism Grant Agreements Revision. Discussion dependent. Motions may be made. Votes may be taken.

The VSB and Jim Bakker received a request from one of the Grantees (The Provincetown Portuguese Festival) to amend the Tourism Grant Agreement language.

The VBS will visit this agenda item at the Jan 4th meeting.

4. Revision of Tourism Grant Criteria Matrix. Discussion dependent. Motions may be made. Votes may be taken.

The VSB revised the tourism grant criteria matrix, as well as the block grants concept. The VBS will visit this agenda item at the Jan 4th meeting.

Tourism Office Staff to reach out to the potential 5 block grantees.

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.

- **Cape Cod Broadcasting Media:** Retargeting Campaign
 - Follow-up from November 3rd presentation
 - The attached word document outlines the campaign
 - Discussion by VSB to confirm what the demographic and regional targets will be
 - Cape Cod Broadcasting Media will come back with the proposal
 - Agree on Retarget Campaign Demographic and Region

B. VSB Administration

- **Pink Triangle:** Sister cities pink triangle project
 - MOU with David Panagore for approval

more

- He is sharing it with Town Counsel for vetting before proceeding
- Decision remains pending

➤ Events Calendars 2016: 5,000 for \$750

Move to approve \$750 for 5,000 event calendar brochures.

Motion: Hersh Schwartz Second: Rob Costa

Roll Call vote: 4 yea 0 nay motion carries

Rob Costa yea

Hersh Schwartz yea

Jim Bakker yea

Cathy Nagorski yea

➤ **ABA Membership:** Renewal of Destination Single Entity Dues

Move to approve \$664 for American Bus Association Dues.

Motion: Hersh Schwartz Second: Rob Costa

Roll Call vote: 4 yea 0 nay motion carries

Rob Costa yea

Hersh Schwartz yea

Jim Bakker yea

Cathy Nagorski yea

➤ **Consumer Shows:** Discussion dependent – Motions may be made; votes may be taken

Move to approve up to \$1,500 for NYC Wedding Salon.

Motion: Hersh Schwartz Second: Rob Costa

Roll Call vote: 4 yea 0 nay motion carries

Rob Costa yea

Hersh Schwartz yea

Jim Bakker yea

Cathy Nagorski yea

CONSUMER SHOW RECAP AND SCHEDULE				
EVENT or DESTINATION	MONTH	COST	EVENT	COMMENTS
Fort Lauderdale Pride		Shipping of material	Street EXPO	PBG or Local PT/FL residents
Palm Springs	November	Shipping of material	Street Fair	PBG or Local PT/PS residents
Key West - Fantasy Fest	October	Shipping of material	Dance Party Event	PBG or Local PT/KW residents
Dinah Shore Classic	April	\$3,000 Contribution	Palm Springs CA	Share expense with Ptown for Women/PBG/Women Inn Keepers
Travel & Adventure Show	March 19 & 20	Shipping of material	Philadelphia PA	Piggy Back with Cape Chamber - Rob Costa to attend
Wedding Salon	26-Jan	Shipping + Travel	New York NY	Staff attend and promote destination for Weddings and Honeymoons
AAA Travel Show	March 4 - 6	\$1,900 + Travel	Foxboro MA	Staff attend and promote destination for Weddings and Honeymoons
Day Trips & Destinations	14-May	\$1,500 + Travel	Plantsville CT	1/2 page Hartford Magazine Travel issue - 1/4 page Courant Travel Supplement
Gay Days Orlando	May 31 - June 6	\$15,000	Lovely Orlando FL	PBG and Staff attend - Sponsor Pool Party and Magical Weekend Event

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

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Jim Bakker – none

Cathy Nagorski – inquired about funding for First Light Provincetown 2016-2017 and whether the Tourism Office normally advertises NYE weekend.

Tony Fuccillo clarified saying the Tourism Office has always promoted the NYE weekend and mentioned the PBG submitted a grant application to promote the event in 2016.

Hersh Schwartz – none

Rob Costa - none

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

Move to approve the minutes from 11.17.2015.

Motion: Cathy Nagorski Second: Hersh Schwartz

Roll Call vote: 4 yea 0 nay motion carries

Rob Costa yea

Hersh Schwartz yea

Jim Bakker yea

Cathy Nagorski yea

Move to adjourn.

Motion: Hersh Schwartz Second: Rob Costa

Roll Call vote: 4 yea 0 nay motion carries

Rob Costa yea

Hersh Schwartz yea

Jim Bakker yea

Cathy Nagorski yea

Meeting was adjourned at 5:00 pm.

Respectfully submitted,
Radu Luca