

**Town of Provincetown
Visitor Services Board
Meeting Minutes from March 3, 2016, 2:00 pm
Town Hall, Judge Welsh Room
260 Commercial Street**



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

Members absent:

Meeting was called to order at 2:01 pm by Jim Bakker.

Staff: Anthony Fuccillo, Radu Luca.

Others: Lynn Mogell – Women Innkeepers, Erin Atwood, Edward Atwood – PBG, David Yates - Crowne Pointe, David Panagore – Town Manager, David Gardner – Assistant Town Manager, Dorothy Field, Loretta Santos.

Agenda:

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

Lynne Mogell – passed around two of the film festivals brochures the documentary *ClamBake* has been presented at. Also, *ClamBake* has been accepted by 7 LGBT film festivals, including Boston and New Jersey. Women Innkeepers received positive feedback from the public regarding the documentary and they look forward to coming here to visit. LM is also here to support Andrea Meyerson’s revised proposals for VSB promotional videos.

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

3. 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.**

➤ **CTM Media Distribution:**



Brochure & Magazine Distribution:

Strategically located in high-traffic visitor locations including hotels, transportation centers and tourism attractions, CTM's network of over 14,000 brochure displays reach a revolving market of visitors at the most advantageous time!

Hand picked by tourists themselves, each brochure taken represents a potential customer(s). Effective and efficient, brochure advertising delivers qualified leads at a cost no other vertical can provide.

New research conducted by the Center for Marketing Technology at Bentley University confirms brochures are the #1 in-market influence on visitors' decision-making process. Bentley University Consumer Survey results:

Actions Visitors Take After Picking Up Brochures



6 out of 10
became aware of a business

6 out of 10
plan to visit a business

7 out of 10
were influenced by a brochure

8 out of 10
alter plans to visit more attractions

LOCATION	MATERIAL	APR	MAY	JUN	JUL	AUG	SEP	OCT	TOTAL	COMMENTS
Boston Attractions & Info Centers	Rack Card			\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 1,250	61 Locations Metro and Suburbs
Meto Boston - Local Business	Calendar	\$ 300	\$ 300	\$ 300					\$ 900	80 Locations
New England Suburb - Local Business	Calendar	\$ 300	\$ 300	\$ 300					\$ 900	120 Locations
Total Investment									\$ 3,050	

Move to approve \$3,050 plus shipping for CTM Media Group brochure distribution.

Motion: HS Second: RC

Discussion: none

Roll call vote: 6-1-0. Motion carries.

CN yea

HS yea

JB yea

MP yea

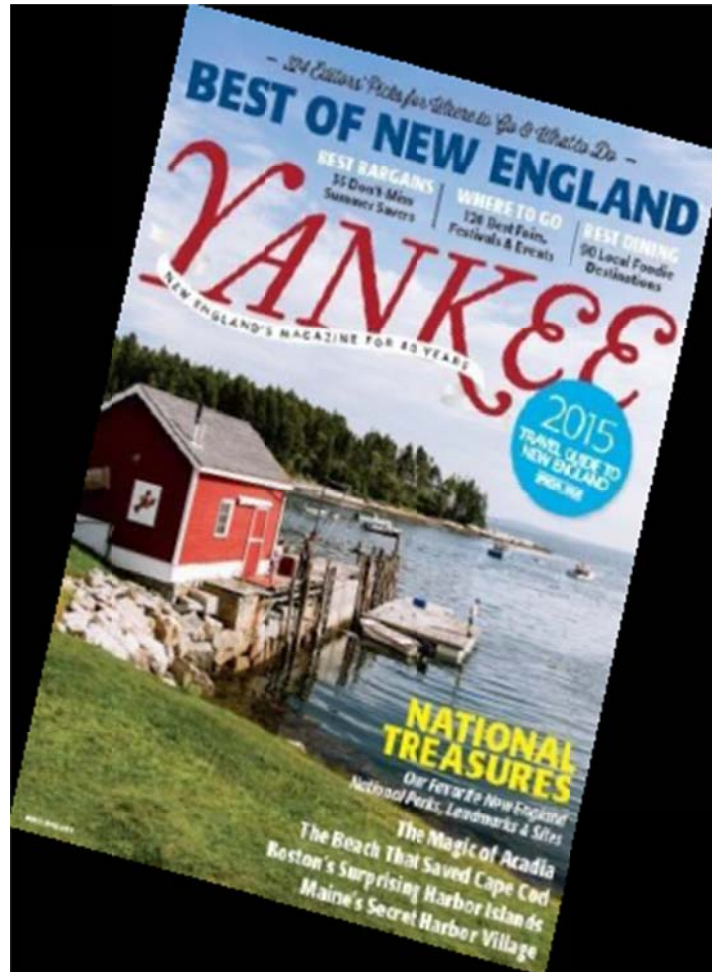
RC yea

BS yea

RM yea

- **Yankee Magazine:** May/June Best of New England Travel Guide – Best of New England - Massachusetts section 1/3 page vertical ad featuring:
 - Over 80 Guesthouses
 - More than 60 Eateries

- Over 200 Retail Shops
- More than 60 Galleries
- Legendary Nightlife & Entertainment
- Two of the Top Beaches in The United States
- Rated Best Place to Stay in 2016 by Trivago



YANKEE MAGAZINE : MAY/JUNE 2016

- Share the experience of your business with avid travelers in New England's
- New England's highest-selling travel guide
- New England's long-standing, trusted travel experts—*Yankee Magazine*
- *This* special issue is chock-full of travel ideas
- Editors' picks in the "Best of New England" section
- "Top 20 Events" in each of the 6 states
- Each of the 6 states has their own section

POWERFUL NEWSSTAND PRESENCE?

- Yankee's largest issue of the year
- Extended shelf life May through August

- More than 90,000 copies distributed to 3,000+ outlets

1.6 MILLION TOTAL AUDIENCE

Regional Readership

- Northern New England (ME, NH, VT): 365,574
- Southern New England (MA, CT, RI): 886,495
- Mid-Atlantic (NY, NJ, PA): 339,758

DROP:

1.6 MILLION

- **IN HOME: APRIL 21, 2016**
- **NEWSSTAND: APRIL 26, 2016**

BONUS DISTRIBUTION

- 10,000 BONUS COPIES TO \$200K+ INCOME Boston/Metro households

WHY THE YANKEE AUDIENCE:

- **\$6,548 average spend on travel per year**
- **86% travel within New England yearly**
- **68% planned their trip based on Yankee content (adv and edit)**
- **55% take more than 3 trips per year average**
- **70% have visited an advertisers Web site**

Move to approve \$2,952 for a 1/3-page ad in the Yankee Magazine “Best of New England” issue 2016.

Motion: HS Second: CN

Discussion: none

Roll call vote: 7-0-0. Motion carries.

CN yea

HS yea

JB yea

MP yea

RC yea

BS yea

RM yea

- **StandOut Productions:** The VSB reviewed the StandOut Productions proposal, on 2 February 2016, for five theme week short videos; following discussion the VSB requested Andrea Meyerson revise the proposal for a short, less than 60 seconds, Provincetown Overview video. A proposal for two separate videos, one for Men and one for Women, were also discussed.

**Proposal for Provincetown Promotional Videos
prepared for
Provincetown Visitors Service Board
(Revised)**

prepared by Andrea Meyerson, StandOut Productions, Inc.

The following is a brief synopsis of what each video will offer. StandOut Productions will also include special effects, music and sound bytes to make it more captivating.

PROVINCETOWN OVERVIEW

An overview of Provincetown to include all its beauty: Beaches, Sunsets, Sand Dunes, Commercial Street, Whale-watching, Dining, Shopping, Dancing, Pilgrims Monument, wide shots of Ptown from the water. This footage is stunning and will really showcase the best of Provincetown!

Length: Approximately 60 seconds (no longer)

WOMEN'S OVERVIEW

An overview of the themed events for women: Women's Week, Girl Splash, Women of Color, Memorial Day Weekend. The video will also include some general footage of women in Provincetown. We have enough footage to stay general or highlight each event or both. This will be your decision and we would need to know before starting.

Length: Approximately 60 seconds (no longer)

MEN'S OVERVIEW

An overview that will highlight men in Provincetown. Footage may include Bear Week, Carnival, and Family Week as well as general shots of men enjoying themselves. We have enough footage to stay general or highlight each event or both. This will be your decision and we would need to know before starting.

Length: Approximately 60 seconds (no longer)

PROVINCETOWN PROMOS BUDGET	Post Production		
VIDEO TITLE	Number of Days	Daily Rate	COST
Provincetown Overview	11	\$ 400.00	\$4,400.00
Women's Overview	5	\$ 400.00	\$2,000.00
Men's Overview	5	\$ 400.00	\$2,000.00
	21		\$8,400.00
EQUIPMENT	NO.	UNIT	COST
Hard Drive	1	\$ 250.00	\$250.00
			\$250.00
POST PRODUCTION SERVICES			
Director			
Editor			
Post Sound Mixing			
Color Correction			
Music (with cleared rights)			
Graphics Package			
Voice Over (if necessary)			
Outputs and Uploads			
GRAND TOTAL*			\$ 8,450.00
*Please note there will be an additional charge for changes and/or revisions.			
If this is requested, we will bill at the \$400 daily rate.			

Move to approve for \$4,650 for StandOut Productions.

Discussion: HS is interested in the Provincetown overview video. RC also believes we should contract AM for the Provincetown Overview video. CN inquired about the \$400/day rate to make edits and changes. BS would like to repeat his comment from a prior meeting when we discussed this. Loves good content that promotes Provincetown, but is struggling with the end use of the video. RM doesn't feel comfortable contracting more videos on top of what has already been spent so far for videos. EA said they have a video section on the PBG website and would post the VSB videos on there. LM offered a point of information on what the footage is in all 3 categories. MP agreeing with RM on this and would like Staff to give AM direction on what the VSB would like to see in the video. CN inquired about the turnaround time. RM would like to see a quick turnaround and would like Staff to work with the VSB Chair and Vice-Chair.

Motion: RM Second: CN
Roll call vote: 7-0-0. Motion carries.
CN yea
HS yea

JB yea
MP yea
RC yea
BS yea
RM yea

- **One Magical Weekend:** Sponsorship reduced from \$3,375 to \$2,500



One Magical Weekend

Each year One Magical Weekend presents 9 Incredible Events, featuring 18 International DJs over 3 non-stop days and nights to thousands and thousands of guests.

These are not your typical parties ...but amazing world class events held exclusively at Walt Disney World® Resorts.



Why should you be here?

GAY MALE TRAVELERS!

HIGH INCOME / HIGH SPENDING

Source: *Community Marketing & Insights*

Average Age	27 - 55
Median Income	\$81,400
Attended College	89.6%
Post-Graduate Degrees	38%
Own a Home	68%
Travel Domestically	73%
Travel Internationally	39%
Stayed at a Hotel or Guest-house	84%
Dine Out 7 or More Times a Month	82%
Subscribe or Use an Online Service	92%

Own a Pet	71%
Own 1 or More Vehicles	94%
Male/Female	93%/7%



GOLD SPONSOR: \$25,000

ONE MAGICAL WEEKEND WILL PROVIDE:

1. GOLD SPONSOR Logo/Banner/Links on all promotional collateral:
2. GOLD SPONSOR banners and brand will grace the entrance to Disney's Typhoon Lagoon Water park on Friday and 2 banners positioned inside Disney's Typhoon Lagoon Water park on Friday Night. PRESENTING SPONSOR banners at the Main Event at Disney's Hollywood Studios® VIP area and at DEEP inside Epcot's World Showplace on Sunday night. Opportunity for GOLD SPONSOR branding at each of our 3 Therapy Pool Parties at the B Resort & Spa and at each of our Cadabra After Hour parties at Mango's. 3.
3. 10 VIP tickets to Friday Night's Riptide at Disney's Typhoon Lagoon Water park.
4. 10 VIP tickets to Saturday Night's Main Event at Disney's Hollywood Studios®.
5. 10 VIP tickets to Sunday Night's DEEP at Epcot's World Showplace.
6. GOLD Stage Sponsor at all 3 Disney Events.

7. Opportunity to place up to 1,500 SWAG or promo items in our VIP Gift Bags to be handed out at the B Resort & Spa Host Hotel.
8. Full-page GOLD SPONSOR Ad in One Magical Weekend's print and digital magazine.
9. GOLD SPONSOR placement and booth at our Gay Biz Expo and Welcome Center located at the B Resort & Spa conference center.

PROVINCETOWN WILL PROVIDE:

1. \$2,500.00 either via check to:
East Gate Events, LLC
c/o Billy Looper
4122 Conway Place Circle
Orlando, Florida 32812

Or by credit card at link provided.

2. Hi-res and low-res version of your logo for placement on printed collateral and websites.
3. Updates for posting onto our social media.





Move to approve for \$2,500 for One Magical Weekend sponsorship package.

Discussion: MP inquired about last year's OMW trade show. Staff responded saying the demographic there was more interested in the activities around the show and not the tradeshow itself.

Motion: RM Second: RC

Roll call vote: 5-2-0. Motion carries.

CN yea

HS nay

JB yea

MP nay

RC yea

BS yea

RM yea

➤ **Greater Boston Concierge Hospitality Trade Show:**



Greater Boston Concierge Association

Our association began in 1990 with the idea from just a few concierges who asked the question – “Is there sufficient enough interest from the concierge community to start our own concierge association”. That question was met with an overwhelming YES and with the hard work and dedication the Greater Boston Concierge Association was born!

Now 25 years later with over 300 members, the GBCA is alive and well, and stronger than ever. Our organization is comprised of concierges and affiliate businesses from the hospitality community. Our mission is to promote our city by providing the best quality of service to our visitors and guests from around the world. Our members are held to the highest degree of professional conduct and are re-evaluated every year. Our business meetings and events are designed to provide the training and education necessary for our members to be experts in their field. Our informative guest speakers are chosen for their knowledge and expertise within the travel and tourism industry. They provide us with the tools we need to give the best, most accurate and up to date information.

With over 20 million visitors coming to Boston this year, we hope you will contact one of our members to be your guide. We promise to make your visit to Boston a rewarding experience and a pleasant long lasting memory for years to come. Please visit our affiliate business list for more exciting ideas from the Greater Boston Concierge Association.

In Service Through Friendship,

Betty Salemme
GBCA President

Greater Boston Concierge Association 2016 Hospitality Trade Show

This year's Affiliate Trade Show will take place on Monday, April 11th at the Black Falcon Cruise Terminal from 5:30 – 8:30 p.m.

This is an excellent opportunity to showcase your business to Greater Boston Concierge Association in addition to front desk staff, doormen, bell men, and travel & tour operators.

There will be a concierge raffle during the tradeshow. We kindly request that all GBCA members provide a raffle prize.

A table at the Trade Show is \$75.00 to current GBCA members, and \$275.00 for non-members.

Move to approve \$75 plus travel for Greater Boston Concierge annual trade show.

Motion: BS Second: HS

Discussion: MP inquired about the raffle prizes. RM inquired about last year's raffle prizes. BS knows that every year Bay State Cruises chooses 3 days when the concierges come to Provincetown for the day and get familiarized with the town. TF and Bay State Cruises are planning a FAM trip for up to 50 concierges one day this summer (possible date June 20th)

Roll call vote: 7-0-0. Motion carries.

CN yea

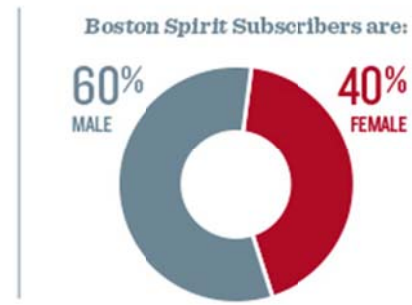
HS yea
JB yea
MP yea
RC yea
BS yea
RM yea

➤ **Boston Spirit Executive Networking Event:**



- **Boston Marriott Copley Place, 13 April 2016, 6:00 PM – 10:00 PM**
- **No fee for booth space as an annual Boston Spirit Magazine advertiser (3 or more of 6 annual issues)**
- **Keynote Speaker: Governor Charlie Baker**
- **Sessions on personal and professional development.**
- **This year’s sessions include an expert presentation on “Building Your Personal Brand—Increasing Your Professional Value” by nationally recognized author and speaker Jenn T. Grace.**
- **We will have an expert panel giving you all of the best advice on “Best Practices for Your Company’s LGBT Employee Resource Group.”**
- **There is a \$10 admission fee at the door to attend the event**

Reach Massachusetts’ affluent and loyal gay and lesbian market by advertising in *Boston Spirit*. According to recent research, LGBT magazine readers are:



Affluent

5.6 times more likely to earn \$100,000 or more than the average American

3.4 times as likely to have a household income of \$250,000 or more than the average American

Active

37% dine out 3 or more times per week

45% work out 3 or more times per week

Educated

70% have at least a college education and work in professional jobs

Travelers

36% spend \$3,000 or more on travel annually

97% of those surveyed took a vacation in the past 12 months

Invested

54% own their own home

52% have investments

Trendsetting

65% identify themselves as having to have the “latest”

77% believe in indulging themselves

57% prefer to buy top-of-the-line

Loyal

More than 8 out of 10 respondents agreed that they were more likely to buy products or services from companies they knew were gay friendly.

Move to approve travel/transportation for Boston Spirit Executive Networking Event.

Motion: HS Second: RC

Discussion: CN asked whether tourism office staff would utilize the day in-between the GCBA show and the Boston Concierge show to maximize travel and networking opportunities.

Roll call vote: 7-0-0. Motion carries.

CN yea

HS yea

JB yea

MP yea

RC yea

BS yea

RM yea

B. VSB Administration

- **Business Benefaction Process:** The Provincetown Office of Tourism does not directly solicit in-kind donations from businesses in Provincetown. The process in place is requesting the Provincetown Chamber of Commerce and the Provincetown Business Guild provide in-kind donations, from their members, for the use in promoting the Town.

Provincetown is promoted through in-kind local business benefaction through the following:

1. Familiarization Immersion Trips for Press and Tour Operators
2. Drawings at Consumer Trade Shows
3. Greater Boston Concierge Association annual Hospitality Trade Show
4. Community Marketing annual Silent Auction to support HIV Clinics
5. Visitor Services Board Sponsored Events
6. Town of Provincetown Holiday Fireworks and Surrounding Events

- **Massachusetts 400 Forum:**
 - Wednesday 30 March 8:30 AM – 3:00PM

- Presentation of Governor Charlie Baker's Massachusetts 400 Commission
- Key Note Speaker: Jay Ash Secretary of Housing, Economic Development and Tourism
- David Panagore will participate in the Economic Development Panel Discussion
- Incites and Tourism opportunities presented by the Massachusetts Cultural Council

➤ **Town Meeting:** April 4th

- **Public Forum on Town Meeting Warrant Articles:**
 - Wednesday 9 March

- **Special Town Meeting Article 6 - Provincetown 400**



PROVINCETOWN 400
1620-2020

MISSION STATEMENT

Provincetown 400 commemorates the first landing of the Pilgrims in 1620 on the shores of what is now Provincetown MA, honors the native peoples already living here, and embraces the writing and signing of the Mayflower Compact, the beginning of democracy in America.

- Operating Funds to support the salary and offices expenses of the Provincetown 400 Executive Director
- Provincetown 400 is a restricted fund within the Pilgrims' First Landing Park 501 c(3)

- Article requests \$49,688 from unallocated Tourism Funds
- Unallocated Tourism Funds, 1 July 2016 = \$68,668.14
- 18,980.14 in Unallocated Tourism Funds will remain in the fund

PROVINCETOWN 400 OPERATING BUDGET							
Fiscal Year July 1 - June 30	2016	2017	2018	2019	2020	2021	Total
Executive Search Fees	\$2,500						
Part Time Salary 20 hours weekly	\$6,250	\$37,500				\$37,500	
Full Time Salary 30 hours weekly			\$56,250				
Full Time Salary 40 hours weekly				\$75,000	\$75,000		
Laptop Computer (high resolution)		\$900					
Cell Phone & Service		\$1,500	\$1,200	\$1,200	\$1,200	\$1,200	
Office Supplies - Misc		\$500	\$500	\$750	\$750	\$500	
Native Nation Rep Travel - Quarterly		\$100	\$100	\$100	\$100		
Post Office Box		\$438	\$438	\$438	\$438	\$438	
Total	\$8,750	\$40,938	\$58,488	\$77,488	\$77,488	\$39,638	\$302,790
The ASK - Need from April 2016 - June 2017		\$49,688					

Move to recommend passage of Special Town Meeting Article 6, a one-time expenditure of \$49,688 from unallocated Tourism Funds to the Pilgrims' First Landing Park Restricted Provincetown 400 Fund, for the purpose of employing a part-time executive director for Provincetown 400.

Motion: RC Second: CN

Discussion: RM asked whether this article was discussed between Staff, Town Manager and BOS. DP said funding talks with the BOS started a few months ago; the idea of needing a director is not new, the article itself was recently discussed. RM made a point that VSB funds have been used as a source of funding for different organizations and events; would like Provincetown 400 to succeed, not against the article, but the VSB already has limited funds to promote tourism; would like this to be a one-time request for funding. BS agrees with RM that the 400 commemoration is important to the town, but historically, as a board, the VSB as kept "rainy days" moneys of up to 10% in case there is an off tourism season. DP said he would not be in favor of this commemoration being funded through town appropriations; an executive director would start doing fundraising as well. RM stressed the VSB is the only funding entity as of now with an appropriation of almost \$90K from room tax revenue moneys; encourages other town entities to step up and donate towards this project. BS thinks we should consider issuing a press release and encourage the general public / other organizations to donate / match funds towards this project.

Roll call vote: 7-0-0. Motion carries.

- CN yea**
- HS yea**
- JB yea**
- MP yea**
- RC yea**
- BS yea**
- RM yea**

- **Fiscal Year 2017 Holiday Fireworks municipal expenses:**
 - Estimated DPW, Fire Department and Police Department = \$32,000
 - These funds will cover DPW, Police Details and Fire Department Expenses for the 4 July and New Year’s Fireworks

Move to recommend passage of Town Meeting Article 13, \$32,000 for 2017 Holiday Fireworks Expenses.

Motion: HS

Second: BS

Roll call vote: 7-0-0. Motion carries.

**CN yea
 HS yea
 JB yea
 MP yea
 RC yea
 BS yea
 RM yea**

- **Fiscal Year 2017 Tourism Funds:**
 - Move \$665,000 from the Tourism Funds accumulated during fiscal 2016 from the 2016 Commonwealth of Massachusetts quarterly deposits
 - Estimated 2016 Local Option Accommodations Tax deposits from the Commonwealth of Massachusetts are:

	FY2015	FY2016
September	\$849,508	\$863,927
December	\$942,922	\$1,014,238
March	\$80,944	\$80,944
June	\$106,894	\$106,894
TOTAL	\$1,980,268	\$2,066,003
% Δ LY	6.93%	4.33%

***projected**

- Estimated 2016 Tourism Fund deposits = \$723,101.05
- Estimated available Tourism Funds (after Provincetown 400 expenditure) = \$742,081.19
- Estimated Unallocated Tourism Funds 1 July 2016 = \$77,081.19

Move to recommend passage of Town Meeting Article 4, the expenditure of \$665,000 be deposited into the Tourism Fund in FY2017.

Motion: HS Second: CN

Roll call vote: 7-0-0. Motion carries.

CN yea

HS yea

JB yea

MP yea

RC yea

BS yea

RM yea

- **BoS Joint Meeting with the VSB:** Will be scheduled following the 4 April Town Meeting (Date TBD)
 - Approval of Tourism Grant Recommendations from VSB
 - Approval of Tourism Grant Contract
 - Approval of Tourism Coop Grants

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

RM – none

BS – discussed the photo op booth that Destination Philly had done and it's a great opportunity and would like this to be discussed at a future meeting.

RC - none

MP - none

JB – a citizen petition for an article to be placed on the Town Meeting Warrant came in this week and would like to bring it to the attention of the VSB re: The Pilgrims' First Landing Park and the surrounding areas, for the Town to take ownership of the park to control and properly maintain it without seeking permission from the State for access.

HS – none

CN – none

5. Approval of minutes. Motions may be made. Votes may be taken.

Move to approve the minutes from 2.16.2016.

Motion: HS Second: MP
Roll call vote: 7-0-0. Motion carries.
CN yea
HS yea
JB yea
MP yea
RC yea
BS yea
RM yea

Move to adjourn.
Motion: HS Second: CN
Roll call vote: 7-0-0. Motion carries.
CN yea
HS yea
JB yea
MP yea
RC yea
BS yea
RM yea

Meeting was adjourned at 3:15 pm.

Respectfully submitted,
Radu Luca