

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from May 17, 2016, 3:00 pm  
Town Hall, Judge Welsh Room  
260 Commercial Street  
Provincetown, MA 02657**



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

**Members absent:** Hersh Schwartz

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

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

**Others:** Ilene Mitnick – Roux Provincetown, Melinda Baker, Devan Atenian Bolinder – both Cape Cod Broadcasting Media, Jessica Brown – 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.

Ilene Mitnik, of Roux Provincetown, is here to speak about a project she and her wife Ali Baldwin are co-producing called Bride Pride. Both are passionate about bringing women to Provincetown and Bride Pride is the largest lesbian wedding and want to break a record with over 100 couples to get married at the same time. They have a national promotional plan to get women to know about Provincetown and Bride Pride. The women demographic is an underserved market, the numbers for Women's Week are dying down and Bride Pride is an opportunity to bring more women to town and younger

women too. The guests getting married here during Bride Pride would have to come to Provincetown 3 days prior to the wedding to get their marriage license, which would benefit the entire town and businesses. Some of the proceeds would go towards GLAAD. There will be live feeds from the event using the following hashtags: #BridePridePtown #SheSaidYes, #SameSexMarriage, #KissTheBride and others. Standup comedian Kate Clinton will be the officiator for the event. They already have co-op marketing strategies in place, 20 local sponsors in Provincetown, also Aspen Gay Ski Week.

Ilene Mitnik is here to ask for funds to cover a video project and for print materials in the amount of \$4,850.

BS believes this is a demographic we want to build; this project is something new and exciting and encourages the producers to put it an application for a tourism grants.

RM asked what was available in the tourism-marketing fund for FY16 as of now. TF responded there's around \$1,500 left in the marketing fund. RM asked whether the VSB would be willing and if it's possible to approve \$1,000 to become a sponsor for the event. He continued saying the VSB gave tourism grant marketing funds to Women Innkeepers and maybe Bride Pride would like to co-op with the WW organization.

RC believes it's a great idea, but doesn't know how we would logistically be able sponsor this event.

**Move to allocate up to \$1,000 to support Bride Pride 2016 marketing efforts.**

**Motion: BS**

**Second: RM**

**6-0-0**

3. Housing Department "Provincetown Housing Playbook" update (Michelle Jarusiewicz to present) (Requested by Town Manager)

MJ is here to present the initial draft for the Provincetown Housing Playbook. In the initial distribution phase, the draft is available online on the Town's website and addresses low-income housing, year-round housing and seasonal housing.

4. Cape Cod Broadcasting Media retargeting campaign follow-up (Melinda Baker and Devan Atenian Bolinder to present)

MB and DAB presented the final report of the VSB re-targeting campaign in the Washington DC area, which ended 5.5.16. There were 1,513,791 impressions were delivered between 2.10.16 and 5.5.16, there were \$1,698 clicks for at CTR of 0.11%. The national CTR average is 0.07%, which translate to the campaign performing above national average.

5. Tourism Director 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.**

➤ **American Art Collector:** The July edition of the magazine is the annual Cape and The Islands issue.

- Place a full page ad in the July issue with an additional full page of advertorial
- Listing in the publication
- Magazine is also digital and available on line
- Please see the following information about the publication:

## AMERICAN ART COLLECTOR'S **DEMOGRAPHICS**

Find out who is reading the nation's most dynamic art magazine on the market today.

### EMPLOYMENT

Owner/Partner 10%

Self-Employed 30%

Managerial Level 17%

Retired 40%

Other 3%

### INCOME

\$175,000-\$249,999 72.2%

\$250,000-\$499,999 13.3%

\$500,000-\$749,999 5.1%

\$750,000-\$999,999 4.7%

\$1-\$1.99 million 3.7%

\$2 million + 1%

### Average Primary Residence Value

Under \$499,999 58.1%

\$500,000-\$999,999 28.3%

\$1-1.49 million 6.8%

\$1.5-1.99 million 4.7%

\$2 million + 2.1%

### Net Worth

\$500,000-\$999,999 64.2%

\$1-\$2.49 million 21.7%

\$2.5-\$3.99 million 7%

\$4-\$5.49 million 3.5%

\$5.5 million + 3.5%

## Reader Demographics Subscriber Art Collecting Insights

Average reader per copy of:

**43.9%** of the readers have subscribed for 21 + years

**91.6%** of readers surveyed subscribe to the magazine directly

**48.1%** have subscribed to AAC 4+ years

**58%** of subscribers read AAC cover to cover

\*\*Statistics taken from American Art Collector's Spring 2014 Readers Survey.

## Circulation & Subscriber Information

**14.5%** of our readers have HHI over **\$500,000**

**27%** of our readers own a **2<sup>nd</sup> Home**

**14%** of our audience has a net worth in excess of **\$2.5 MILLION**

**63.5%** of our audience will attend at minimum 4 fine art events

**27.8%** of our audience will travel to a minimum of 4 art museums

**70%** of our audience reads the Virtual Version of the magazine

**93%** of Virtual Version readers share the magazine with 2+ people

**75%** our readers visit the AAC website each month

**Move to approve \$2,600 for American Art Collector.**

**Motion: RC**

**Second: MP**

**6-0-0**

- **She Magazine:** The publication has been discontinued. It may be revived in the future. Provincetown has an unused balance of \$1,875 in advertising placement dollars.

**Move to roll \$1,875 of marketing dollars for She Magazine into the Marketing Fund.**

**Motion: BS**

**Second: CN**

**6-0-0**

**Move to allocate \$1,000 in addition to the previously allocated \$1,000 for a total of \$2,000 for the marketing of the Bride Pride event.**

**Motion: CN**

**Second: MP**

**6-0-0**

- **StandOut Productions:** Update on video production
  - Val Marmillion and Andrea Meyerson have had meetings to discuss format and scripting of the video
  - The out of the meetings resulted in agreeing to increase the length from 60 seconds to 90 seconds
  - Val provided a script for the video
  - Ron Robin has recorded the voice over
  - Andrea will forward final

**B. VSB Administration – Tourism Director update and follow-up to VSB on various administrative matters. Discussion dependent. Motions may be made. Votes may be taken.**

➤ **Mandala Research Presentation:**

Our objective is to provide a comprehensive Provincetown Tourism Survey to provide insight into the existing target consumer and the potential target consumer.

The intelligence from the survey will help the Visitor Services Board and Office of Tourism efficiently market and advertise.

A recent national study was done by Mandala on Sustainable Tourism in the United States.

As an example of what Mandala could do for Provincetown, will be presented at the Tuesday 7 June VSB meeting the Mandala Director of Research will present the findings from the National Sustainable Tourism survey.

Some background on Mandala Research is following:

**Welcome to Mandala Research, a trusted market research firm that offers a diverse range of travel market research products and services - along with expert analysis - to Fortune 500 companies, non-profit organizations, and government agencies.**

- Increase Your Market Share
- Understand Your Target Audience
- Determine Buying Patterns
- Target The Right Demographics

**Mandala Research has the Experience, Tools, Knowledge, and Proprietary Technology**

- We identify and target the specific market
- We pose the exact questions

- Get the precise answers
- We Quantify the results and tell you how to apply them to your business

**Partner with Mandala and You will:**

- Effectively communicate with your target market
- Make Better Decisions
- Invest your resources wisely

Laura Mandala, Managing Director



Laura Mandala has been helping the tourism industry unlock, decode and harness the power of travel data and trends for nearly two decades.

As the head of Mandala Research, one of the leading travel and tourism research firms in the world, she spends considerable time evaluating important emerging developments and that help destinations and travel companies make the right decisions to attract the right travelers.

Appointed by the U.S. Department of Commerce Secretary to serve on the Travel and Tourism Advisory Board, Laura has been providing input on the country's National Travel and Tourism Strategy. Mandala has worked extensively with the U.S. Department of Commerce, and has conducted national studies for resorts, hotels, shopping malls, and destinations, as well as multi-country brand equity and consumer tracking studies in over 25 international markets.

Her career includes tenure at the U.S. Travel Association where she served as Vice President of Research. Mandala also worked over a span of 15 years as a consultant with Marriott International, where she gained extensive expertise in brand tracking, brand equity, and brand identity research, as well as global product and service preferences, portfolio analysis, loyalty program membership, suite design and decor, and website usability.

Mandala's firm has pioneered the "firsts" of many niche studies in the industry and offers extensive knowledge of several growing demographics and trends, including U.S. Hispanic travelers, wine and culinary tourism, Gay and Lesbian travelers, The International Shopping Traveler, Travelers from Growth and Emerging Markets, and the African American Traveler.

Based in Alexandria, Va., Mandala speaks regularly at tourism industry conferences and is a trusted and popular resource for journalists. She's also held a number of teaching appointments including an adjunct professorship at the McDonough School of Business at Georgetown University, the George Washington School of Tourism and Hospitality Management, as well as a stint at the Cornell School of Hotel Administration.

Mandala received her bachelor's and master's degrees in sociology from DePaul University and is receiving her PhD from Northwestern University.

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## Regina Binder, Director of Research



As director of research for Mandala Research, LLC, Regina Binder brings more than 25 years of experience in domestic and international tourism, historic preservation, visitor planning and destination development. She has worked with tourism and cultural ministries, NGOs, regional and federal authorities, CVBs and destinations to help achieve their goals.

Ms. Binder brings her proprietary methods of qualitative analysis, community outreach, and placed-based branding to the work of Mandala Research. Her connective visioning and engagement processes are designed to align the interests of the diverse stakeholder groups involved in tourism, preservation and planning.

Regina is passionate about mitigating visitor impact while increasing the social and economic benefits from tourism to local communities. Her 'sense of place' methodology helps create destinations that enhance the quality of life for residents and provide great visitor experiences. She is an advisor to the United Nations, several multi-lateral funding agencies including IADB and the IMF, global real estate developers and all levels of government.

Ms. Binder serves as senior research fellow and advisor on sustainable tourism to The Kenan Institute's Center for Competitive Economies (University North Carolina-Chapel Hill.) In 1998, she received the 'Save America's Treasures Award' from Hillary Clinton for her preservation of The Nantucket United Methodist Church (1822). In 1999 she won the award for Outstanding Tourism Destination from British Airways for her work on The Rheged Discovery Center in England. In 2010, she was invited by the World Bank to present her approach to reusing heritage assets to catalyze economic and social growth.

Regina Binder understands how communities can create both a vibrant economic center while preserving the integrity of a region's culture and heritage. She has been integral to both the preservation and development of Cape Code and Provincetown, MA. Her many contributions include both creating and Chairing the Provincetown Historic District, Chairing the master planning board and zoning revision committee, and serving as a Director of the Public Pier Corporation .

Her other work on the Cape includes: consulting to the Lower Cape Community Development Corporation, working on preservation projects with the Cape Cod National Seashore , serving on the advisory committee to the National Park Service for the Peaked Hill Bars Historic District, and serving as a member of the Provincetown Community Compact Board of Directors.

Regina Binder's career has also taken her around the world. She worked on heritage sites such as Angkor Wat in Cambodia and the Markets of Trajan (100 AD) in Rome, and has developed sustainable tourism plans and cultural routes in Northern Perú and Galicia in Spain. Binder also spent five years as consultant in cultural resources to the National Park Service.

She is a regular speaker at national and international sustainable tourism and cultural heritage conferences, including those sponsored by ICOMOS and the World Bank.

Binder holds a Master of Science degree in Historic Preservation from the Graduate School of Architecture, Planning and Preservation at Columbia University in the City of New York, and a BA in Art History from Vassar College.

## Recent Studies

- **The American Culinary Traveler**
- **The 2013 Cultural and Heritage Traveler Report**
- **The 2016 Sustainable Tourism Report**

## Upcoming Studies

- **The International Traveler Study**
  - **The Gender Report** – The distinct differences between men and women when it comes to travel decision-making. .
  - **Women in Travel & Tourism International**
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- **Tourism Promotional Grant Agreement:** Amend grant agreement to clarify use and placement of the Provincetown Tourism Logo and tagline '*Funded in part by the Provincetown Tourism Fund.*'
2. The Grantee **must** use the **current** Visitor Services Board/Town logo (slinks provided by the Tourism Director) on **ALL ANY ADVERTISING, FLYERS, AND OTHER PRINTED & DIGITAL** materials, with the tag line "***Sponsored in part by the Provincetown Tourism Fund***" for which ~~must be displayed independently, prominently and separately from those of any other sponsors.~~ **the grantee is including in their final report for reimbursement.** Failure to comply with this section will disqualify the expense from reimbursement unless otherwise approved by



the Visitor Services Board, and future funding for the event may be adversely impacted. \_\_\_\_ (Grantee initials).

**Move to amend Section 2 of the Tourism Promotional Grant Agreement as recommended by Staff.**

**Motion: RC**

**Second: CN**

**6-0-0**

**2017 Tourism Fund:**

2017 TOURISM FUND				COMMENTS
<b>Revised May 12, 2016</b>				
Marketing Fund Balance 6/30/16	0			
Marketing Fund Budget 2017	335,000			
Available Marketing Funds 2017	335,000			
COMMITTED BUDGET DOLLARS				COMMENTS
Chamber Co-op		20,000		
PBG Co-op		20,000		
Provincetown 2020		15,000		Earmark 2015
Graphic Artist		9,950		Annual Contract
PR Firm		40,000		Annual Contract
AP Navitus		7,626		Trade Show Materials
Art News		7,300		Top 200 Collectors 4th quarter
Giant Adirondack Chair		3,000		RFP to go out
Fall Radio		16,000		
<b>Total Committed Dollars</b>	<b>138,876</b>			
<b>Available Funds</b>	<b>196,124</b>			

- 6. Board Members' Statements. Discussion dependent. Motions may be made. Votes may be taken.

BS - none

RM – asked whether the Adirondack chair that the VSB previously voted to have purchased would be installed by the start of the season.

RC - none

JB – none

CN – none

MP – none

- 7. Approval of Minutes. Motions may be made. Votes may be taken.

**Move to approve the meeting minutes from March 19, 2016.**

**Motion: RM                      Second: BS                      6-0-0**

**Move to approve the meeting minutes from May 9, 2016 with the Board of Selectmen.**

**Motion: RM                      Second: BS**

**Move to adjourn.**

**Motion: RC                      Second: MP                      6-0-0**

The meeting was adjourned at 4:30 pm.

Respectfully submitted,  
Radu Luca