

**Town of Provincetown
Visitor Services Board
Meeting Minutes from June 7, 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, Hersh Schwartz, Rick Murray.

Members absent:

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

Staff: Anthony Fuccillo, Radu Luca.

Others: Lesley Marchessault – PAAM, Regina Binder – Mandala Research LLC, Edward Atwood - PBG

Agenda:

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

Edward Atwood – presented an update and follow up on Gay Days Orlando 2016. The attendance was 2,500+. Provincetown had a sponsored pool party on Saturday. A lot more aggressive on social media: Facebook and Instagram postings. Various LGBT demographics were present at the show. Possible partnership with Key West for cross marketing, etc. Attended One Magical Weekend events as well and saw an increase in attendance. Collateral brought: PBG PLNE, Tourism Office calendar, Tourism Office trade show materials. In the future would like more representation from Provincetown to attend the show and staff the booth and more sponsorship opportunities.

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

3. Mandala Research National Sustainable Tourism Survey Presentation. Discussion dependent. Motions may be made. Votes may be taken. (Regina Binder, Director of Research, to present) (Requested by Staff)

Regina Binder, Mandala Research LLC Director of Research, did a presentation on The Role of Sustainability in Travel & Tourism: traveler expectations, key components of sustainability, the role of travel and tourism in protecting the environmental, economic and social fabric of destinations globally, industry actors. Travelers believe in shared responsibility between: Local Government (64%), Travelers (63%), Hotels (54%), National Government (52%), Restaurants (49%), Airlines (35%). Mandala Research Group can create a data and research plan for Provincetown. The ideal intercept sample is over 1,000 units.

4. 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.

- **EDGE Media Network:** Originally Provincetown placed full-page ads in the EDGE Digital Magazine. In fiscal 2015 we increased advertising to include daily newsletters, EDGE On The Net website and added a monthly dedicated Email Blast. The monthly cost back in 2011 was \$500. In 2015 the monthly cost increased to \$750.

EDGE Media Approach

- Drive brand awareness and exposure within the LGBT demographic
- Unique integrated media ideas and custom placements directed to the LGBT demo.
- Leverage display ads to generate awareness and increase exposure within the LGBT community.
- High impact placements within LGBT demo.
- Daily Newsletters and Dedicated Email blasts to drive direct reach to the LGBT consumer.

EDGE Media Site List

National/United States :: edgemedianetwork.com

<ul style="list-style-type: none"> • Albuquerque: edgealbuquerque.com • Atlanta: edgeatlanta.com • Atlantic City: egeatlanticcity.com • Austin: edgeaustin.com • Baltimore: edgebaltimore.com • Boston: edgeboston.com • Buffalo: edgebuffalo.com • Charleston: edgecharleston.com • Charlotte: edgecharlotte.com • Chicago: edgechicago.com • Cincinnati: edgecincinnati.com • Cleveland: edgecleveland.com • Columbus: edgecolumbus.com • Dallas: edgedallas.com • Denver: edgedenver.com • Des Moines: edgesdesmoines.com • Detroit: edgedetroit.com 	<ul style="list-style-type: none"> • Ft. Lauderdale: edgeftlauderdale.com • Fire Island: edgefireisland.com • Houston: edgehouston.com • Hudson Valley: edgehudsonvalley.com • Indianapolis: edgeindianapolis.com • Jacksonville: edgejacksonville.com • Kansas City: edgekansascity.com • Key West: edgekeywest.com • Las Vegas: edgelasvegas.com • Los Angeles: edgeloangeles.com • Louisville: edgelouisville.com • Miami: edgemiami.com • Minneapolis: edgetwincities.com • Nashville: edgenashville.com • New Orleans: edgeneworleans.com • NYC: edgenewyork.com • Oklahoma City: edgeoklahomacity.com 	<ul style="list-style-type: none"> • Orlando: edgeorlando.com • Palm Springs: edgepalmsprings.com • Philadelphia: edgephiladelphia.com • Phoenix: edgephoenix.com • Pittsburgh: edgepittsburgh.com • Portland: edgeportland.com • Providence: edgeprovidence.com • Provincetown: edgetown.com • Richmond: edgerichmond.com • Sacramento: edgesacramento.com • San Antonio: edgesantonia.com • San Diego: edgesandiego.com • San Francisco: edgesanfrancisco.com • Seattle: edgeseattle.com • St. Louis: edgestlouis.com • Tampa Bay: edgetampa.com • Washington D.C.: edgewashington.com
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EDGE Media Demographics & Traffic

3,800,000 Monthly Unique Online Readers: EDGE readers are:

<ul style="list-style-type: none"> • 3,000,000 Mobile App Readers • 400,000 Magazine Subscribers • 70% male & 30 % female • 180,000 Social Media Subscribers • Over 90,000 Daily e-mail Subscribers • Average time spent on site: 17 minutes • Age 21+: 93% • HHI: \$150k+ 	<ul style="list-style-type: none"> • Open-minded towards different cultures • Entertainment Savvy • Trendsetters and Influencers • Travel centric • Broadway and Musical Enthusiasts • Early adopters of technology • Consumers that prefer quality and design 	<ul style="list-style-type: none"> • Seekers of authenticity • Highly educated • High disposable income • An individuality, creativity • Status-seeking demographic • Socially diverse • Style-centric
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- Traffic Increases approximately 15% each month
- Traffic Increases approximately 40% in April-July

- Respectful of art, design and the environment
- Extremely influential in opinion

- Fashion oriented
- Extremely interested in pop culture

EDGE Digital Magazine

• Since the company's founding, EDGE has been at the forefront of innovative new media for the LGBT consumer, developing innovative products that attract the attention of our affluent, tech-sawy community. We're proud to continue that history of excellence with the introduction of our newest product. EDGE's digital magazine leverages the interactive power of the burgeoning electronic tablet market with a periodical designed exclusively for interactive tablets.

• Arriving automatically on the launch pads of our subscribers on the first of every calendar month, the EDGE Digital Magazine offers unique, in-depth stories about our community, replete with interactive functions, exclusive videos and world-class design – all in a state-of-the-art, custom programmed user interface that also includes the functionality of our hugely popular mobile apps.

• The EDGE Digital Magazine has been hand-coded by our own team of software engineers; as such, it features both the advanced capabilities of mainstream digital magazines and the ability to custom-create rich, interactive elements for marketers. Full-screen, colorful ads permit inclusion of video, interactivity, hotspots and an extraordinary amount of attention from engaged readers.



EDGE Media Screen Shot

LIVE TOBACCO-FREE TAKE A LOOK *FreeLife*

80° Boston, MA Search Sign In | Register

EDGEMEDIANETWORK

News A&I Biz Tech Money Cars Style Health Travel Nightlife Pride Directory Calendar

Out in the Ballpark :: Red Sox Host Pride on June 3

Gay Boston: The Latest

Cynthia Nixon Honorary Chair For Trinity Place Shelter Fundraiser
NEWS | By EDGE | May 31
On June 1, Cynthia Nixon will host the 10th Anniversary Fundraiser for the Trinity Place Shelter for homeless .GBTQ youth, along with host Bianca Del Rio.

'Finding Dory' May feature Pixar's First Lesbian Couple
NEWS | May 31
The new trailer for Disney-Fixar's "Finding Dory" is causing a big stir online.

LGBT Police Group Declines Honor at Philly Pride Parade
NEWS | May 31
A group representing lesbian, gay, bisexual and transgender police officers has declined to serve as grand marshals of Philadelphia's LGBT Pride parade.

'Sense8' Cast Spotted Making Out During Sao Paulo Pride
NEWS | May 31
Castmembers from Netflix's "Sense8" were spotted locking lips during Sao Paulo

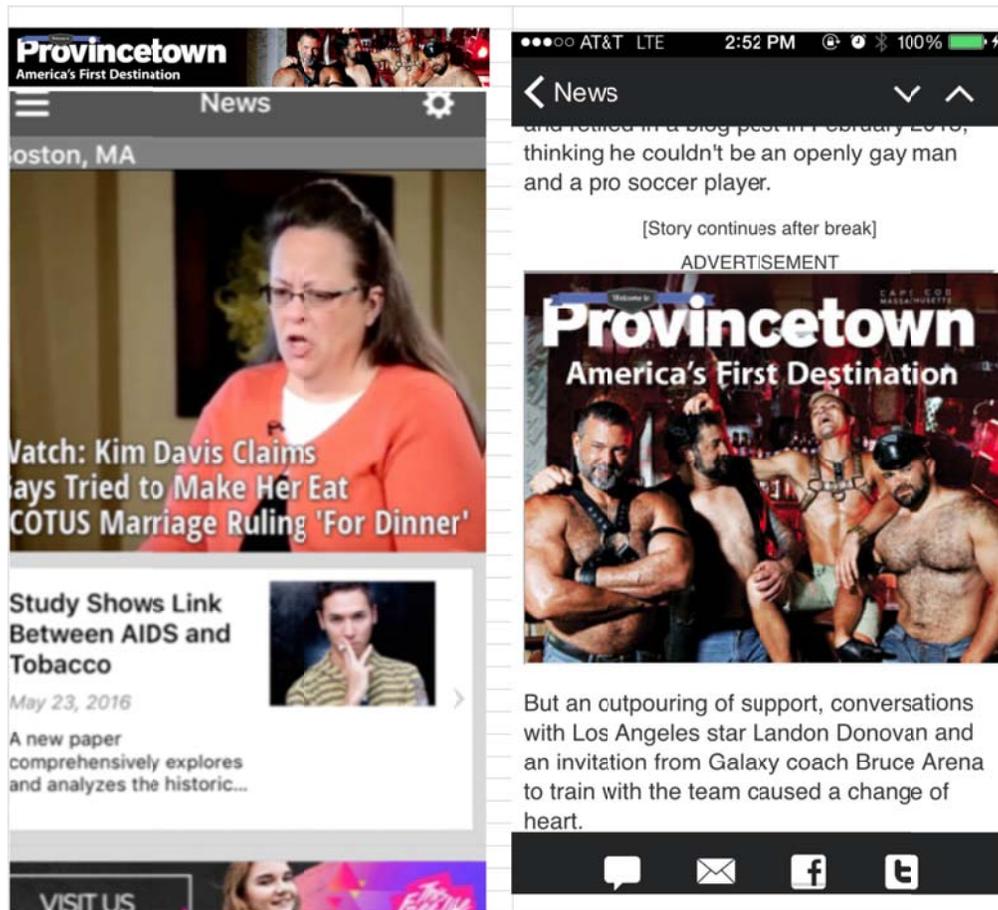
Provincetown
America's First Destination

Digital Magazine
edge
HUMP WITH DIAN SAVAGE
BRUNCHING

Advantages of using EDGE compared to publishing competitors

- EDGE reaches an educated, affluent audience that engages regularly with the high-quality content that is unique to EDGE; our quoted readership is not padded via personals, user profiles, message boards or chat rooms.
- In addition to pulling from over a decade's worth of existing content relative to your campaign, EDGE'S team can create custom content around your brand concept, safe for viewing in work environments.
- Thanks to a highly experienced technology development group within our company – unique to EDGE – superior integrated media programs are part of our core competency.
- EDGE is the only LGBT news and entertainment source that reaches an audience via native iOS and Android apps. Our exclusive apps are regularly updated to meet the changing needs of each new platform evolution.
- We are the largest LGBT media company in the world.

EDGE Media Newsfeed



Advantages of using EDGE compared to ad/programmatic buying networks

- Our readership is derived from a single source; ad networks represent an artificially-enhanced readership that is comprised by duplicating users over a large number of sites.
- Our content is of superior quality; EDGE does not produce adult or offensive content.
- Ad Networks and Programmatic Networks often run most of your ad impressions on a tiny percent of their network. That tiny percent is usually the least successful and least respected, because successful digital publications like EDGE are usually sold out via premium advertisers.
- All advertising positions on EDGE are given high-profile, editorial placement; Ad Networks and Programmatic Networks place remnant buys that place you at a lower priority to your competitors.
- EDGE can develop integrated media programs that can engage readers via mobile apps, social media and live events; Ad Networks and Programmatic Networks are limited to web-based banner placements.
- Ad Networks and Programmatic Networks disenfranchise you from your relationship with publishers, i.e., the people who know the readership best. We know how to ensure ROI; they cannot.

EDGE Daily Newsletter



United States
EDGEMEDIA**NETWORK** Tuesday, May 24, 2016



Despite Money Woes, Atlantic City Attractions Are Still Open

Atlantic City is open for business - and pleasure. That's the message city officials want everyone to know as the holiday weekend approaches, and Atlantic City grapples with severe financial problems.

financial problems.



Trump Claims Gender Neutral Bathrooms Would Cost 'Hundreds of Billions of Dollars'

A month after stating Caitlyn Jenner is welcomed to use the ladies' room at Trump Tower, presumptive GOP presidential nominee Donald Trump

blasted the idea of gender neutral facilities on the grounds that they would cost "hundreds of billions of dollars."



Whoopi Goldberg to Produce Series About Trans Models

Whoopi Goldberg is set to produce a new unscripted series about fashion models working with Slay Model Management, which calls itself the world's first exclusive transgender

modeling agency.



LGBT Group Wants Dallas to Break Up with Anti-Gay Pastor

Nearly a month after his Dallas First Baptist church sponsored a service thanking local law enforcement, officials at the city's LGBT Resource Center are asking city officials to sever ties with the Pastor Robert Jeffress over recent anti-LGBT remarks.

Pastor Robert Jeffress over recent anti-LGBT remarks.

Isn't it time you planned some R&R?



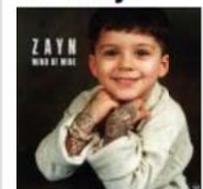
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Giveaways



Digital Download of MIND OF MINE from ZAYN!



MOJAVE on DVD!



Tickets to AC2: An Intimate Evening With Anderson Cooper And Andy Cohen on October

EDGE Media Dedicated Email Blast

Special Supplement

EDGEMEDIANETWORK



Provincetown
CAPE COD MASSACHUSETTS
America's First Destination

**FIRST LIGHT
PROVINCETOWN**
DEC 30 - JAN 3

A first annual
festival
surrounding
New Year's
Weekend

Polar Bear Plunge
January 1st

Fireworks
January 2nd

Exciting
entertainment:
throughout the
weekend

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STAY NOW!**

FACEBOOK: PROVINCETOWN
TWITTER: @PTOWNTOURISM
ptowntourism.com
MORE INFO: PTOWN.ORG/FIRSTLIGHT

LOGO: New Now Next
"Top Ten Gay Beaches
of the World"
gaycities.com
"Best Resort Town
in America"

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Your email and personal contact information are never released to third parties.
We respect the personal nature of e-mail, and you may unsubscribe
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EDGE Digital Magazine Full Page Ad

Welcome to

Provincetown

CAPE COD
MASSACHUSETTS

JULY

- 1 - 4 Independence Day Weekend
- 1 - 7 Independence 2015
- 3 Freedom Beach Party
- 4 July 4th Parade and Fireworks
- 9 - 17 Bear Week
- 19 - 23 Girl Splash
- 23 - 30 21st Annual Family Week

OCTOBER

- 7 - 10 Columbus Day Weekend
- 10 - 16 32nd Annual Women's Week
- 17 - 26 Fantasia Fair
- 19 - 23 29th Provincetown Round Up
- 28 - 31 Spooky Bear Weekend
- 28 - 11/1 Halloween in Provincetown
- 29 Provincetown Masquerade Ball

AUGUST

- 13 - 19 Carnival Week
- 18 38th Carnival Parade Day:
Back to the 80's

NOVEMBER

- 11 Veterans Day
- 18 - 20 Mr. New England Leather
- 24 Thanksgiving Day

SEPTEMBER

- 2 - 5 Labor Day Weekend
- 15 - 18 National Gay Pilots
Association Cape Cod Classic
- 29 - 10/3 Mates Leather Weekend XX

DECEMBER

- 2 - 4 Holly Folly ptown.org
- Dec 29 - 1/2 First Light
Provincetown Weekend & Fireworks



LOGO: New Now Next
"Top Ten Gay Beaches
of the World"
gaycities.com
"Best Resort Town
in America"



visit
Ptowntourism.com
to plan your vacation today!



**America's First
Destination**
Ptowntourism.com

January

	<i>Impressions</i>	<i>Clicks</i>
Mobile	89,554	99
Digital Magazine	Full Page	do not track
Email Blast-No send	0	0

Newsletters	125,000	do not track
ROS Banners	103,554	127
TOTAL	318,108	226

February		
	<i>Impressions</i>	<i>Clicks</i>
Mobile	92,001	103
Digital Magazine	Full Page	do not track
Email Blast-2/15	44,497	538
Newsletters	135,000	do not track
ROS Banners	101,225	133
TOTAL	372,723	774

March		
	<i>Impressions</i>	<i>Clicks</i>
Mobile	100,005	87
Digital Magazine	Full Page	do not track
Email Blast-3/15	45,149	602
Newsletters	250,000	do not track
ROS Banners	98,023	127
TOTAL	493,177	816

April		
	<i>Impressions</i>	<i>Clicks</i>
Mobile	100,002	79
Digital Magazine	Full Page	do not track
Email Blast-4/15	45,599	574
Newsletters	250,000	do not track
ROS Banners	101,238	113
TOTAL	496,839	766

May		
	<i>Impressions</i>	<i>Clicks</i>
Mobile	101,225	88
Digital Magazine	Full Page	do not track
Email Blast-5/15	46,277	556
Newsletters	250,000	do not track
ROS Banners	102,224	122
TOTAL	499,726	766

\$750 per month

July 2016-June 2017

Placement	Ad Size	Impressions per month	Monthly Value
Homepage/Entertainment/Business/News/Pride Banner Ads	300x250, 728x90, 300x600	125,000	\$1,250
EDGE Mobile Banners	325x50 & 300x50	100,000	\$500
News Letter Sponsorship	300x250 & 728x90	100,000	\$500
Dedicated Email Blast Sponsorship (1 per month)	600x850 or HTML	96,000	\$1,000
Digital Magazine (Full Page Ad - 1 per month)	1024x768 & 768x1024	400,000	\$1,500
		821,000	\$4,750

Notes:

- \$57,000 annual advertising value
- \$4,000 free advertising per month
- \$48,000 free advertising each year

Move to approve \$9,000 for EDGE Media Network 2016-2017 advertising campaign.

Motion: BS

Second: RM

7-0-0

Discussion: BS this is the type of advertising and vehicle we should be in. CN asked which ads had the best CTR.

- **Cape Cod Chamber Map Ad:** Provincetown had an ad on the front of the Cape Cod Chamber Map with preferred right placement. The first print of the maps is 40,000 units. People request a map of the cape throughout the day. These are popular all over the Cape and encourage daytrips and overnight stays. New 3x5 ad will resemble the full-page ad placed in the Cape Cod Travel Guide and Best Read Guide Cape Cod.

CAPE COD MASSACHUSETTS

Provincetown

America's First Destination

- Over **200** Shops
- More than **60** Galleries
- Over **60** Eateries
- Pure Tours
- Whale Watching
- More than **80** Guest Houses
- Museums
- Historic Walking Tour
- Legendary Nightlife and Entertainment

ONE OF THE "10 BEST SMALL TOWN TRAVEL TO GO" AMERICAN MAGAZINE
 "AMERICA'S MOST ENCHANTING CITY" FOX NEWS MAGAZINE
 ONE OF AMERICA'S MOST BEAUTIFUL TOWNS PEOPLE AND LIFESTYLE
 ONE OF THE "TOP 10 BEST COAST TOWNS" TRAVEL CHANNEL
 ONE OF THE "BEST COAST BEACH DESTINATIONS" TRAVEL CHANNEL
 "BEST SUMMER VACATION DESTINATION" TIME MAGAZINE

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 www.holidayinn.com/hyannis

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Visit capcodtravelguide.com for more information on how to accommodate, dining, shopping, activities, and more.

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The Secret is Out.
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 welcomes you!
 The visitor center is open 7 days a week to visitors.
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Move to approve \$1,195 for Cape Cod Chamber of Commerce map.

Motion: Hersh Schwartz

Second: Rick Murray

6-1-0

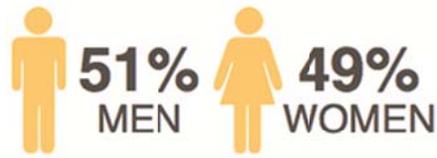
Discussion: RM would like the ad to reflect more B&B's and restaurants rather than whale tail, etc. MP would like to see one impactful image in the ad. HS would possibly like to see a view of the town, busy Commercial Street, etc and believes this is an extremely popular map. CN urges the fellow VSB members to think about the last time they used a paper map. RC would like to promote more of the shoulder season as well.

- **Boston Globe Media:** The fiscal 2016 Boston Globe Media campaign was \$17,836. For fiscal 2017 the recommendation is to spend \$17,835.
 - Place 3 half page ads in the Fall, Winter and Spring Travel issues of Boston Globe magazine
 - Provincetown will receive one added value FREE half-page ad in Boston Globe Magazine (The FREE ad excludes Travel and Wedding issues.)
 - Receive 1,019,00 digital impressions to be used for weeks in Summer, 8 weeks in Fall & 8 weeks in Spring
 - Provincetown has a CTR of .11 overall
 - The average industry CTR is .06
 - Large ads are receiving more clicks with a CTR of .20 & .21
 - News & Weather are receiving a CTR of .38
 - We will increase large ads
 - We will place more ads on News & Weather pages
 - There is a new product called Sticky Leader Boards – The Leader Board stays at the top of the page and does not rotate or change the entire time the user is on the page

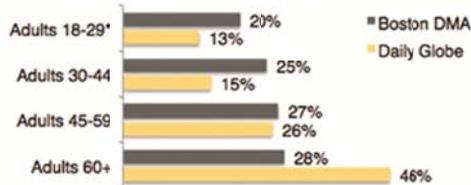


The Boston Globe is a 26-time Pulitzer Prize winning news source featuring premium national and local content daily. With the largest newsroom in the region, The Boston Globe provides more news, analysis and information about community events, sports and travel and entertainment than any other local news source.

DAILY AUDIENCE



% Composition of total: Age summaries



\$109K
AVG HHI
(22% above DMA average)



74%
HOMEOWNERS

74% of DailyGlobe readers are homeowners.

81%
MORE LIKELY

Daily Globe readers are 81% more likely than the market average to have postgraduate degrees.

Daily Globe: Avg Issue
Source: 2015 Nielsen Local Rel 2, Boston DMA
*Low sample size (22), directional use only



Boston Sunday Globe Audience

A single issue of the Sunday Globe reaches 868,200. The Sunday Globe's audience is composed of slightly more women than men, adults largely 45+, adults with above average incomes, and a high percentage of homeowners.



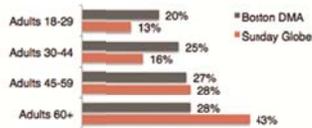
Globe Magazine Audience

Made for readers who want to indulge in something special on Sunday morning, features ambitious journalism along with the best in fashion, real estate, home interiors, culinary, and travel.

SUNDAY AUDIENCE



% Composition of total: Age summaries



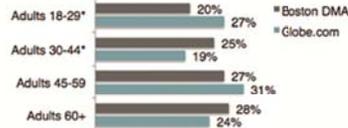
Sunday Globe: Aug Issue
Source: 2015 Nielsen Local Ref 2, Boston DMA

The Boston Globe and Globe.com have a wider reach than any other news media company in New England. Take a look at how our audience breaks down and see which of our products reaches the demographics that will optimize your business.

DIGITAL AUDIENCE



% Composition of total: Age summaries



\$130K
AVG HHI
(46% above DMA average)



69%
HOMEOWNERS

69% of adults that use Globe.com each month are homeowners.

120%
MORE LIKELY

Globe.com users are 120% more likely than the market average to have postgraduate degrees.

Globe.com: 30 day
Source: 2015 Nielsen Local Ref 2, Boston DMA
*Low sample size (17) and (27), directional use only

Boston Globe Analytics: October 2015 – December 2015 & March 2016 – May 20167

Delivered Impressions =	745,693	Total Clicks =	849
Overall CTR =	.11	Large Ads CTR =	.20
News & Weather CTR =	.38	Big Box Ads CTR =	.21

Digital advertising analysis and insights from HubSpot based in Cambridge, Massachusetts



10 Display Advertising Stats That Demonstrate Digital Advertising's Evolution

1. Display ad [viewability](#) rates did not budge between 2013 and 2014. (Source: [comScore](#))
2. The average clickthrough rate of display ads across all formats and placements is 0.06% (Source: [Display Benchmarks Tool](#))
3. Ad blocking grew by 41% globally in the last 12 months. (Source: [PageFair](#))
4. There are now 198 million active ad block users around the world. (Source: [PageFair](#))

5. A 2013 study revealed that 28% of respondents admitted to hiding their activities from advertisers -- second only to criminals. (Source: [Pew Research Center](#))
6. A study revealed that only 2.8% of participants thought that ads on website were relevant. (Source: [Infolinks and bannerblindness.org](#))
7. A January 2014 study found that 18- to 34-year-olds were far more likely to ignore online ads, such as banners and those on social media and search engines, than they were traditional TV, radio and newspaper ads. (Source: [eMarketer](#))
8. About 50% of clicks on mobile ads are accidental. (Source: [GoldSpot Media](#))
9. 54% of users don't click banner ads because they don't trust them. (Source: [BannerSnack](#))
10. 33% of internet users find display ads completely intolerable (Source: [Adobe](#))

Globe Magazine THE BOSTON GLOBE

The Boston Globe
BostonGlobe.com

[boston.com](#)

Proposal #1 \$20,857.00

Section	Unit/Size	Unit Name	Start Date	End Date	Proposed Impressions/Readership	Net Total	Value
Globe Magazine							
Fall Travel	8.5" x 4.8125"	1/2 Page Horizontal Color	9/18/2016	9/18/2016	804,300 Readers	\$3,022.00	\$6,788.00
Winter Travel	8.5" x 4.8125"	1/2 Page Horizontal Color	11/13/2016	11/13/2016	804,300 Readers	\$3,022.00	\$6,788.00
Spring Travel	8.5" x 4.8125"	1/2 Page Horizontal Color	3/17/2017	3/17/2017	804,300 Readers	\$3,022.00	\$6,788.00
Summer Travel	8.5" x 4.8125"	1/2 Page Horizontal Color	5/7/2017	5/7/2017	804,300 Readers	\$3,022.00	\$6,788.00
					Total	\$12,088.00	\$27,152.00
Digital							
Lifestyle and New s	300x250	Big Ads	7/15/2016	8/15/2016	40,000	\$440.00	\$640.00
Entertainment and Travel	979x90 and 728x90	Sticky Leaderboards	7/15/2016	8/15/2016	40,000	\$440.00	\$640.00
Metro (New s) and Lifestyle	300x250	Big Ads	7/15/2016	8/15/2016	40,000	\$440.00	\$640.00
Mobile Boston.com - Run of Site	300x250	Big Ads	7/15/2016	8/15/2016	40,000	\$440.00	\$520.00
New s	300x600	Half Page Ads	10/1/2016	11/30/2016	40,000	\$440.00	\$920.00
Lifestyle and New s	300x250	Big Ads	10/1/2016	11/30/2016	80,000	\$880.00	\$1,280.00
Weather and Travel	979x90 and 728x90	Sticky Leaderboards	10/1/2016	11/30/2016	80,000	\$880.00	\$1,280.00
Metro (New s) and Arts	300x250	Big Ads	10/1/2016	11/30/2016	70,000	\$770.00	\$1,120.00
Mobile Boston.com - Run of Site	300x250	Big Ads	10/1/2016	11/30/2016	60,000	\$540.00	\$780.00
New s	300x600	Half Page Ads	3/1/2017	4/30/2017	40,000	\$440.00	\$920.00
Lifestyle and New s	300x250	Big Ads	3/1/2017	4/30/2017	79,000	\$869.00	\$1,264.00
Weather and Travel	979x90 and 728x90	Sticky Leaderboards	3/1/2017	4/30/2017	80,000	\$880.00	\$1,280.00
Metro (New s) and Arts	300x250	Big Ads	3/1/2017	4/30/2017	70,000	\$770.00	\$1,120.00
Mobile Boston.com - Run of Site	300x250	Big Ads	3/1/2017	4/30/2017	60,000	\$540.00	\$780.00
					Total	\$8,769.00	\$13,184.00
Section	Unit/Size	Unit Name	Start Date	End Date	Proposed Impressions/Readership	Net Total	Value
Issue of Choice (some exclusions including Expanded, Travel and Weddings)	8.5" x 4.8125"	1/2 Page Horizontal Color	11/13/2016	11/13/2016	804,300 Readers	\$0.00	\$6,788.00
Run of Site	300x250	Big Ads	7/15/2016	8/15/2016	100,000	\$0.00	\$1,000.00
Run of Site	300x250	Big Ads	10/1/2016	11/30/2016	250,000	\$0.00	\$2,500.00
Run of Site	300x250	Big Ads	3/1/2017	4/30/2017	250,000	\$0.00	\$2,500.00
					Total	\$0.00	\$12,788.00
				Total	1,169,000	\$20,857.00	\$53,124.00

Proposal #2 \$17,835.00

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.

➤ **Photo Shoots:** Topher Ellsworth has submitted the following proposal to complete five photo shoots:

1. HOLIDAY SHOOT

Similar to iconic ‘group’ shoot that is on the tri-fold; except done with ‘holiday’ flair, to take place as a ‘Quintessential Provincetown Holiday cocktail soirée’ shot on a deck or the like YTBD decorated in festive holiday decor (Frank from Relish is again helping) the holiday ‘attendees’ will be a mixture of diverse locals, will be shot by Michael Charles; I will get with Radu to again get his Ferry tickets and a place to stay for two nights, to be shot in June. (However it will read ‘colder weather’ from the attire and decorations)

2. HALLOWEEN SHOOT

Ric Ide to be shot in Ptown cemetery with the monument, and local ghouls, David Flowers is helping me with this one, similar to the one show we have been using from Ric last 2 years of the striped tights man in same cemetery.

3. ICE CREAM SHOT

wanted to re-do this one from the one that has been used in past, using the iconic fudge/candy retro signage in the window of the building across from town hall, two man sharing an idea cream cone, very simple and iconic, Michael Charles or Shann Treadwell

4. ARTS DUNE TOURS/WHALE WATCH

Shann Treadwell. Can do either or both, family fun or LGBT whatever you prefer, leaning towards ARTS because we can get some ‘dining’ in there

5. NYE

Shann Treadwell, Theme YTBD

Holiday Shoot	Expenses	Halloween Shoot	
PHOTOGRAPHER	\$ 500	PHOTOGRAPHER	\$ 500
MODELS 8X\$75	\$ 600	MODELS 4X\$75	\$ 300
PROPS/RELISH	\$ 300	STYLING/David Flowers	\$ 300
HAIR/STYLING/MAKEUP	\$ 300	KISS & MAKEUP	\$ 300
ROOM 2 NIGHTS (Photographer)	\$ 300		\$ 1,400
	\$ 2,000		
Ice Cream Shoot		Arts Dune Tour/Whale Watch	
		PHOTOGRAPHER	\$ 500
PHOTOGRAPHER	\$ 250	MODELS 4X\$75	\$ 300
MODELS 2X\$75	\$ 150	DUNE TOUR	\$ -
	\$ 400		\$ 800
New Year's Eve		Five Photo Shoots	
TBD SET ASIDE	\$ 1,000	Total	\$ 5,600

Move to approve up to \$5,600.00 for Ellsworth Creative Photo Shoots.

Motion: RM

Second: BS

7-0-0

Discussion: RM thinks we should do a photo shoot in one of our guesthouses and restaurants. Also would like to focus on entertainment. CN believes this is a good start and we need bi-annual photo shoots to continuously improve our image gallery.

➤ **Approved Five Year Plan Fiscal 2017 Media Placement Plan:**

MEDIA CALENDAR 2017 - AD PLACEMENT PLAN

JULY				AUGUST				SEPTEMBER							
P	D	I	A	P	D	I	A	P	D	I	A	P	D	I	A
EDGE	•	•		EDGE	•	•		EDGE	•	•		EDGE	•	•	
Bird's Eye View (Cape Air)	•			Bird's Eye View (Cape Air)	•			Bird's Eye View (Cape Air)	•			Bird's Eye View (Cape Air)	•		
Passport	•			Passport	•			Passport	•			Passport	•		
Cape Cod Meetings & Events	•			Cape Cod Meetings & Events	•			Cape Cod Meetings & Events	•			Cape Cod Meetings & Events	•		
Cape Cod Broadcasting	•	•		Cape Cod Broadcasting	•	•		Cape Cod Broadcasting	•	•		Cape Cod Broadcasting	•	•	
American Bus Association	•			American Bus Association	•			American Bus Association	•			American Bus Association	•		
Panorama	•			Panorama	•			Panorama	•			Panorama	•		
Out Film CT	•			Out Film CT	•			Out Film CT	•			Out Film CT	•		
American Art Collector	•			Out Film CT	•			SHE Magazine	•			SHE Magazine	•		
Art News	•			Art News	•			NEXT Magazine	•			NEXT Magazine	•		
International GLT Assoc.	•			International GLT Assoc.	•			International GLT Assoc.	•			International GLT Assoc.	•		
Curve Magazine	•							Curve Magazine	•			Curve Magazine	•		
OCTOBER				NOVEMBER				DECEMBER							
P	D	I	A	P	D	I	A	P	D	I	A	P	D	I	A
EDGE	•	•		EDGE	•	•		EDGE	•	•		EDGE	•	•	
Bird's Eye View (Cape Air)	•			Bird's Eye View (Cape Air)	•			Bird's Eye View (Cape Air)	•			Bird's Eye View (Cape Air)	•		
CapeCod.com	•			CapeCod.com	•			CapeCod.com	•			CapeCod.com	•		
Boston Globe Media	•			Boston Globe Media	•			Boston Globe Media	•			Boston Globe Media	•		
SHE Magazine	•			SHE Magazine	•			SHE Magazine	•			SHE Magazine	•		
Cape Cod Meetings & Events	•			Cape Cod Meetings & Events	•			Cape Cod Meetings & Events	•			Cape Cod Meetings & Events	•		
American Bus Association	•			American Bus Association	•			American Bus Association	•			American Bus Association	•		
Cape Cod Meetings & Events	•			Cape Cod Meetings & Events	•			Cape Cod Meetings & Events	•			Cape Cod Meetings & Events	•		
iHeartMedia	•			iHeartMedia	•			iHeartMedia	•			iHeartMedia	•		
Out Front Media (billboard)	•			Cod Com	•			Dunes	•			Dunes	•		
NEXT Magazine	•			Boston Spirit Magazine	•			Boston Spirit Magazine	•			Boston Spirit Magazine	•		
Out Film CT	•			Out Film CT	•			Out Film CT	•			Out Film CT	•		
Passport	•			Passport	•			Passport	•			Passport	•		
International GLT Assoc.	•			International GLT Assoc.	•			International GLT Assoc.	•			International GLT Assoc.	•		
				Hot Spots	•			Hot Spots	•			Hot Spots	•		
JANUARY				FEBRUARY				MARCH							
P	D	I	A	P	D	I	A	P	D	I	A	P	D	I	A
EDGE	•	•		EDGE	•	•		EDGE	•	•		EDGE	•	•	
Bird's Eye View (Cape Air)	•			Bird's Eye View (Cape Air)	•			Bird's Eye View (Cape Air)	•			Bird's Eye View (Cape Air)	•		
Boston Globe	•			Passport	•			CapeCod.com	•			CapeCod.com	•		
								Boston Globe	•			Boston Globe	•		
SHE Magazine	•			SHE Magazine	•			SHE Magazine	•			SHE Magazine	•		
International GLT Assoc.	•			International GLT Assoc.	•			International GLT Assoc.	•			International GLT Assoc.	•		
Cape Cod Meetings & Events	•			Cape Cod Meetings & Events	•			Cape Cod Meetings & Events	•			Cape Cod Meetings & Events	•		
Destinations	•			Destinations	•			Bostn Spirit Magazine	•			Bostn Spirit Magazine	•		
American Bus Association	•			American Bus Association	•			American Bus Association	•			American Bus Association	•		
Passport	•			Cape Cod Broadcasting	•			Cape Cod Broadcasting	•			Cape Cod Broadcasting	•		
Out Film CT	•			International GLT Assoc.	•			iHeartMedia	•			iHeartMedia	•		
Curve Magazine	•			Cod Com	•			International GLT Assoc.	•			International GLT Assoc.	•		
				Cape Cod Travel Guide	•			Cape Cod Travel Guide	•			Cape Cod Travel Guide	•		
				Hot Spots	•			Cod Com	•			Cod Com	•		
				Best Read Guide	•			Curve Magaine	•			Curve Magaine	•		
				Out Film CT	•			Hot Spots	•			Hot Spots	•		
								Passport	•			Passport	•		
								Out Film CT	•			Out Film CT	•		
APRIL				MAY				JUNE							
P	D	I	A	P	D	I	A	P	D	I	A	P	D	I	A
EDGE	•	•		EDGE	•	•		EDGE	•	•		EDGE	•	•	
Bird's Eye View (Cape Air)	•			Bird's Eye View (Cape Air)	•			Bird's Eye View (Cape Air)	•			Bird's Eye View (Cape Air)	•		
CapeCod.com	•			CapeCod.com	•			Yankee Magazine	•			Yankee Magazine	•		
Boston Globe	•			Boston Globe	•			Boston Globe	•			Boston Globe	•		
International GLT Assoc.	•			International GLT Assoc.	•			International GLT Assoc.	•			International GLT Assoc.	•		
SHE Magazine	•			Out Front Media	•			Bostn Spirit Magazine	•			Bostn Spirit Magazine	•		
Bostn Spirit Magazine	•			Bostn Spirit Magazine	•			Cape Cod Meetings & Events	•			Cape Cod Meetings & Events	•		
Cape Cod Meetings & Events	•			Cape Cod Meetings & Events	•			American Bus Association	•			American Bus Association	•		
American Bus Association	•			American Bus Association	•			Gay Days Orlando	•			Gay Days Orlando	•		
Cape Cod Broadcasting	•			Cape Cod Broadcasting	•			Cape Cod Broadcasting	•			Cape Cod Broadcasting	•		
iHeartMedia	•			Yankee Magazine	•			iHeartMedia	•			iHeartMedia	•		
Cape Cod Travel Guide	•			Cape Cod Travel Guide	•			Cape Cod Travel Guide	•			Cape Cod Travel Guide	•		
Hot Spots	•			Hot Spots	•			Hot Spots	•			Hot Spots	•		
Toweleroad	•			Toweleroad	•			Best Read Guide	•			Best Read Guide	•		
Best Read Guide	•			Out Film CT	•			Hartford Magazine	•			Hartford Magazine	•		
Out Film CT	•			Summer Guide Cape Cod	•			Out Film CT	•			Out Film CT	•		
NEXT Magazine	•			OutFront Media (billboard)	•			Summer Guide Cape Cod	•			Summer Guide Cape Cod	•		

➤ **Approved Five Year Plan Fiscal 2017 Spending:**

ADVERTISING VEHICLES 2017	SPEND
American Art Collector	\$2,500
ARTNews	\$7,500
Out CT Film Festival Program	\$1,000
Provincetown 2020	\$15,000
Summer Guide	\$1,000
Boston Globe Magazine and.com	\$15,000
Radio Spots	\$35,000
Matching Grant Chamber	\$20,000
Destinations	\$2,500
Holiday Media (NE Group Travel Planner)	\$2,500
Curve (4ads)	\$7,000
SHE Magazine (8 ads)	\$3,900
Hot Spots	\$11,000
EDGE	\$9,000
NEXT	\$5,000
Boston Spirit	\$6,000
Pride Publications	\$4,000
Towleroad	\$5,000
Matching Coop Grant Guild	\$20,000
Yankee Magazine Cape Cod Travel & .com	\$3,000
Le Traveller Voyageur	\$1,100
New Publications	\$33,000
Total	\$210,000

Marketing & Advertising Insights:

Millennials, Generation & Baby Boomers: Forbes editorial on the importance of the demographics and spending power of the three generations and how they spend it. A key takeaway from the article is how the brand needs to retain the consumer bases that made you iconic in the first place.

Forbes

Millennials Are Important, But Don't Forget The Greatest Generation: Yours



Michael Stone
CONTRIBUTOR

I write about brands and brand extension strategies. 

Opinions expressed by Forbes Contributors are their own.

Go ahead, [Google](#) **GOOGL +0.17%** “Millennial Marketing” (don’t worry, I’ll wait). You’ll notice that there’s no shortage of opinion – and yes, some hand-wringing – over how to best connect with the Millennial Generation in the marketplace. You’ll also notice that there’s no shortage of confusion. Depending on what you read, Millennials

are aloof, yet highly socially active (especially through digital); they're brand-agnostic, yet fiercely loyal; they're identity-fluid, yet focused on authenticity. We're certainly talking about a moving target.

For brand marketers looking to strategize, it's tempting to salivate over potential Millennial spending power. But they shouldn't let possibly irrational exuberance cloud their judgment and eschew real revenue opportunities with Gen X and the Baby Boomers. Better to hedge your bets. There's an understandable arms race to grab Millennial eyeballs, but there should also be a sustained effort to grab Gen X and Boomer share of wallet. These other relevant generations are more established, with more easily flowing disposable income.

Certainly, the Millennial generation is an important nut to crack. After all, Millennials represent close to 80 million Americans and wield about \$200 billion in purchasing power each year. Despite pictures painted of them as a bit free-wheeling and lackadaisical, recent studies actually show that Millennials are more financially responsible than their parents. A new study from T. Rowe Price took a look at 3,000 working adults, all over 18 years of age. The responses showed that 75% of those attributed to the millennial generation carefully tracked personal expenditures, compared with Baby Boomers who came in at 64%.

Given this fiscal responsibility, combined with well-documented instances of stagnant pay scales and crushing student loan debt (in 2014 the student-debt burden of the under-30 set reached \$369 billion), it's safe to say that a Millennial and his money are not soon parted. Facing a generation that also tends to set aside purchasing decisions that were important to previous generations – car ownership, for one, physical music collections, another – companies end up spending billions trying to attract Millennials, at a high cost to the bottom line.

And yet, there's still enormous potential in the Baby Boom generation. Sure, a growing percentage of Boomers are either approaching or are in retirement, and yes, this sometimes means fixed incomes and careful budgeting. However, many have engaged in "encore careers," starting over as entrepreneurs. In fact, a recent Gallup study found that the fastest growing group of entrepreneurs in America is comprised of adults over 50. The study, compiled with interviews from more than 1,900 Baby Boomers, also found that these entrepreneurs had a number of reasons for starting over: 32% pointed to a desire for independence, and nearly a quarter said they wanted to increase their income. This is all to say that the Baby Boom generation is no wilting flower when it comes to spendable income.

The same can certainly be said for Generation X, given that a good many of these 34- to 48-year-olds are in the prime of their careers. According to a recent study by the Shullman Research Center, Gen X comprises 60 million Americans and constitutes 25% of all adults in the United States. They have disproportionate spending power, with 31% percent of total U.S. income attributed to Generation X and net worth totaling 29%.

More than anything else, brands need to adhere to a broader approach, and remain true to themselves while doing so. Take Martha Stewart, for example. Her company, Martha Stewart Living Omnimedia (MSLO), was recently sold to Sequential Brands Group for less than a quarter of its peak valuation. MSLO's fall from a \$2 billion company has been pegged to a variety of factors – failure to keep up with digital trends, poor repositioning in light of a crumbling media empire, its founder's own legal troubles – but the real reason is that the brand had lost its soul.

MSLO expanded into too many categories, including ones that did not fit the brand that had initially attracted so much loyalty. The pet category is just one of a few curious brand missteps. Sure, Millennials have surpassed Boomers in pet ownership, with 35.2% of 18-to-34-year-olds owning a pet versus 32.8% of Boomers, but the move into this market further diluted the MSLO brand.

There is hope, however. The Martha Stewart name remains strong, with great value in home goods product sectors. Its founder, Martha Stewart, still carries a lot of influence with the brand's target consumers: college-educated, 25-to-54-year-old women homeowners. If the brand's new owners bring it back to what's at the core – solutions for the household and for entertaining at home – it can still come out on top.

This strategy will largely depend on retaining the consumer bases that made it iconic in the first place: Boomers and Gen X. Yes they need to redevelop brand relevance and open a deeper relationship with younger buyers as part of a long-term strategy, but a sole focus on young consumers would be a mistake. Ultimately, a balanced approach will be ideal, backed by the basics: well-designed products that are priced right.

Cross-generational selling is a lesson that all brands would do well to learn. Yes, Millennials wield incredible spending power, but they also face an overload of debt and a still-uncertain job market. Moreover, they tend to put off major life events like marriage, home ownership, and children longer than previous generations. Nobody disputes that Millennials represent a powerful economic force that cannot be ignored. But too much focus on such a challenging consumer segment can be detrimental to brands overall.

No matter which generation you belong to, collectively brands must listen to you. Their futures depend on it.

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

BS – asked about an update on the giant Adirondack chair. Believes the Boston Pride Guide is a good vehicle for the VSB to advertise in since it's widely circulated.

RM – had a meeting with Town Manager, PBG and Tourism Office about possibly sharing the TO office image gallery. Also, announced CN would not be seeking reappointment. Made public he was asked not to resign by the Women Innkeepers and the PBG two years ago when CN started working for him at the C&A.

RC - none

JB – announced he would not be seeking reappointment in the future term.

HS – none

CN – none

MP – re: the Gaydio FAM trip, would like to follow up with the participants to see what they have to say and think about Provincetown.

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

Move to approve the meeting minutes from April 17, 2016.

Motion: BS Second: HS 7-0-0

Move to adjourn.

Motion: HS Second: MP 7-0-0

The meeting was adjourned at 4:30 pm.

Respectfully submitted,
Radu Luca