

**Town of Provincetown
Visitor Services Board
Meeting Minutes from October 11, 2016, 3:00 pm
Town Hall, Judge Welsh Room
260 Commercial Street
Provincetown, MA 02657**



Members present: Marian Peck - Chair, Hersh Schwartz – Vice Chair, Lesley Marchessault, Bob Sanborn, Alli Baldwin, Rob Costa

Members absent: Rick Murray.

Meeting was called to order at 3:10 pm by Marian Peck.

Staff: Anthony Fuccillo, Radu Luca.

Others:

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. Review of VSB meetings calendar 2016-2017. (Requested by Bob Sanborn)

The VSB decided on December 20th, 2016 meeting to be the grants applications review meeting. They also decided to meet the first and third Tuesday of the month in calendar year 2017.

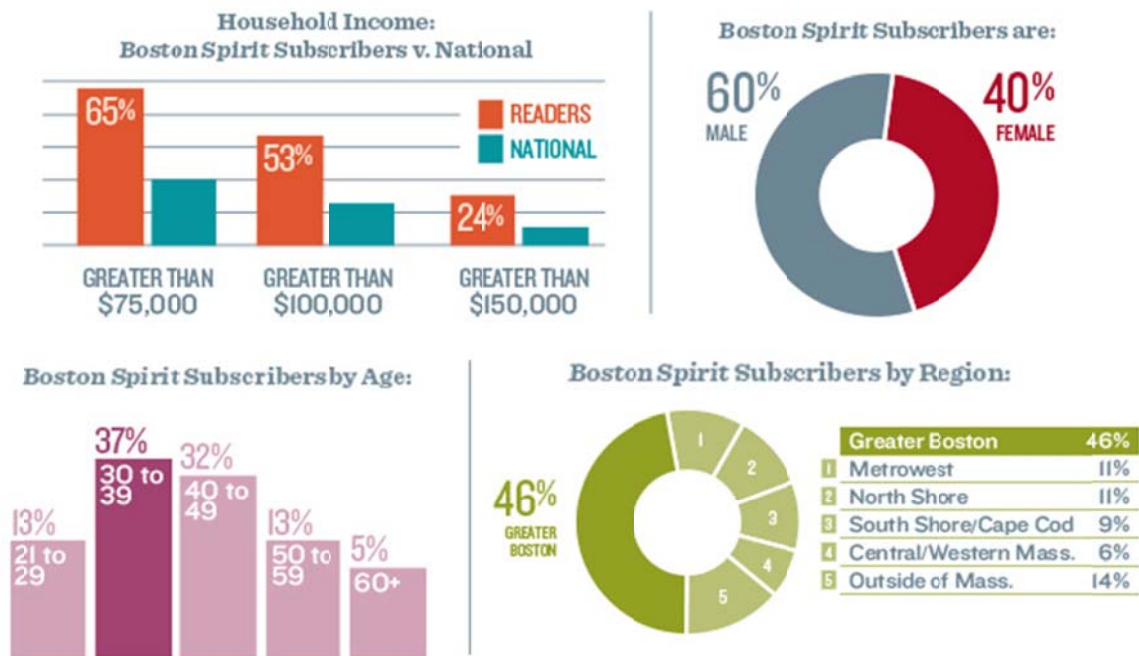
4. Five-Year Plan Fiscal Year 2018 – 2022. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Staff)

The VSB will meet with the Board of Selectmen on November 14th to review the Recommended Five-Year FY18-22

5. Tourism Director Report

- A. **Approval of media placements, brochures and 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.**

- **Boston Spirit Magazine:** Subscription only distribution to Reach Massachusetts' affluent and loyal LGBTQA residents. The Subscribership majority are professionals in Entertainment, Finance, Healthcare, Real Estate, and Banking. They are 6% more likely to earn \$100,000 or more than the average American. Four times more likely to have household income exceeding \$250,000.



Place three 1/2 page ads in Boston Spirit Magazine:

1. November/December Holiday issue – Promote Holly Folly and New Year’s Eve
2. March/April Spring & Wedding issue – Promote events and weddings

3. May June Pride issue – Promote summer calendar

Inclusion in the monthly newsletter to subscribers:

- Provincetown receives an average of 87 click through monthly
- Provincetown receives an average of 1,044 click throughs over 12 months

Provincetown Newsletter example ad:

250x250 image with 50 words and link to URL



Provincetown Named Best Place to Stay in 2016

Trivago just named Provincetown *The Best Place to Stay in 2016*. Don't miss all the fun we have lined up for you this year, from Broadway entertainment to fine dining and legendary nightlife. [Click here to view our events calendar and plan your vacation today!](#)

Boston Spirit Events:

- Executive Net Working Night – Up to 1,500 Metro-Boston Executives in the Financial, Health, Real Estate and Technology industries attend.
 - As an annual advertiser we attend and have a booth
 - We give out bags, calendars
 - We meet many people who have not been to Ptown in years and some who have not visited Ptown yet
- Summer Sunset Cruise – It is a Benefit - Up to 1,000 Metro-Boston men and women attend the three hour harbor cruise – **100% of the proceeds raised from this event go directly to benefit Fenway Health.**
 - As an advertiser we attend and display banners in the food, and beverage areas on the enclosed deck.
 - We meet and great people and handout the Events Calendar

Move to approve \$5,400 for Boston Spirit Magazine.

Motion: BS

Second: AB

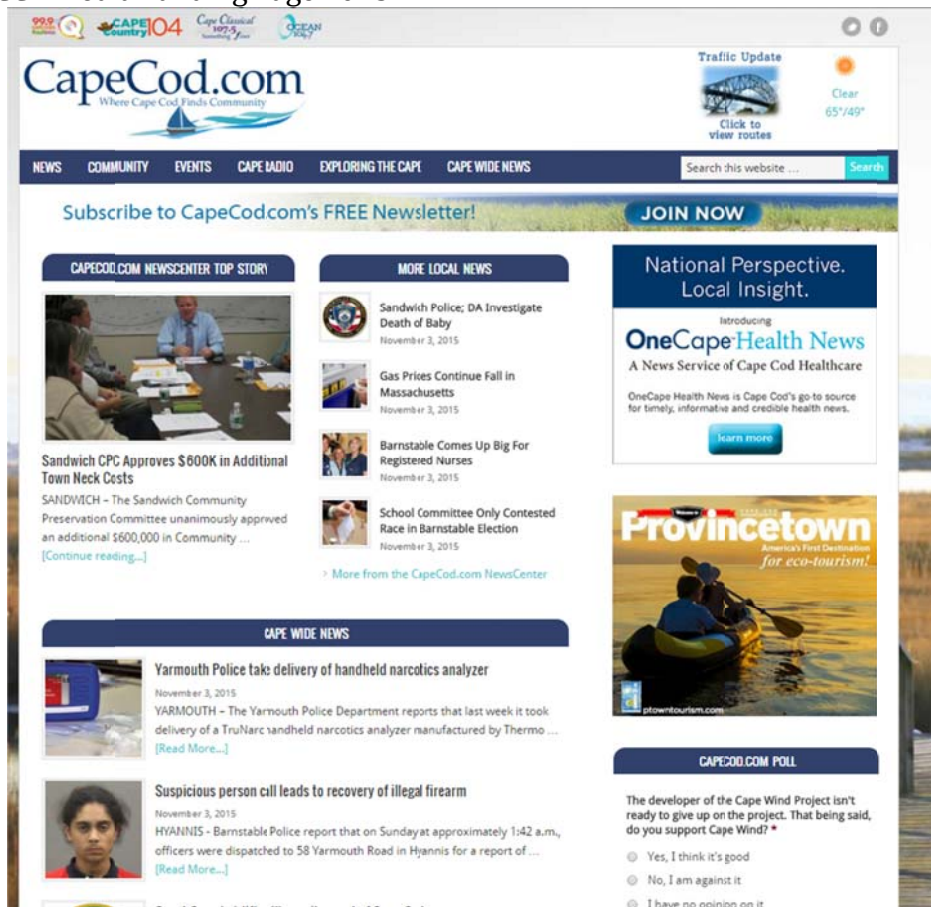
6-0-0

- **Cape Cod Broadcasting Media:** Digital Advertising Campaign

- One Day Sale for online advertising
- Available to annual advertisers
- Sticky leader board 728x90 – hover over leader board and opens to 728x270
- Sticky Cube with six ads on same page below fold
- Regular rate \$195 per week – One Day Sale Rate \$120
- Buy nine weeks and get week of December 26 – January 1 FREE
- Run the 10 weeks of ads as follows:
 - October - Promote Halloween – Lightings – Holly Folly – First Light
 - November – Promote Lightings – Holly Folly – First Light
 - December - Promote First Light
 - Jan/Feb – Promote Valentine’s/Presidents Weekend
 - March – Promote Spring in Provincetown
- Ten weeks, one FREE nine at @ \$120 = \$1,080
- Ten week value = \$1,950

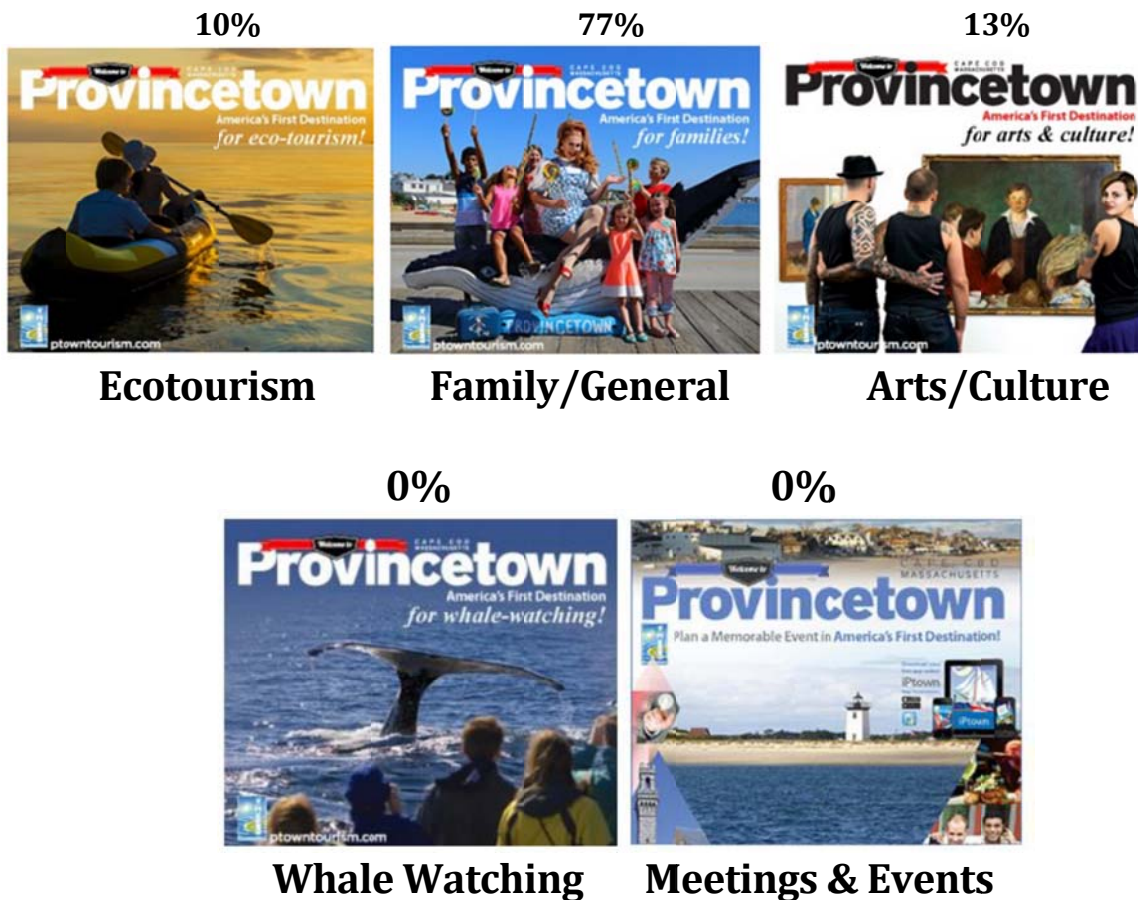
Last September thru November online campaign:

CCB Media Landing Page 2015:



- CCB Media Campaign CTR = 0.19
- Average CTR = 0.07
- Ran a series of 5 ads covering the following Business Segments
 - Ecotourism
 - Family
 - General Audience
 - Arts/Culture
 - Meetings & Events

Percent of Clicks Received:



Move to approve \$1,180 for Cape Cod Broadcasting Media.

Motion: BS

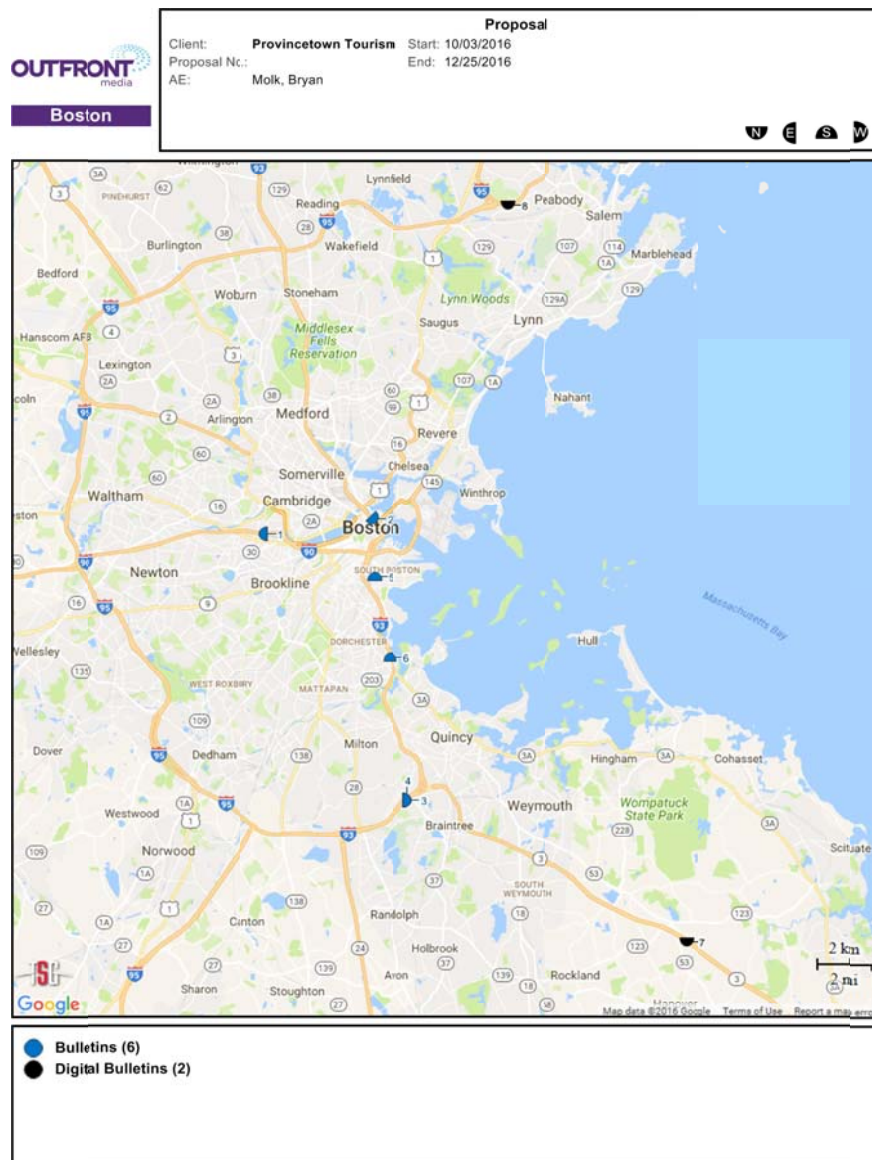
Second: RC

6-0-0

Discussion: BS asked whether this campaign would be classified as a general audience.

➤ **OutFront Media: Four Quarter Outdoor Advertising**

- The Bus Wrap has been canceled due to the bus company making a decision to shut down for the season on 31 October.
- We have worked with OutFront Media to offer us other options
- They came back with a reduced package on 3 billboards
- Beginning 17 October we will have 2 digital billboard, one on Rt 128 in Peabody and the other on Rt 3 in Hanover – Both facing north
- Beginning in November we will have two spots on a tri-vision billboard on Rt I-93 in Braintree facing west
- Estimated 18+ sets of eyes of eight weeks = 14,860,776
- We will geo-fence in coffee shops, bars, and lounges in selected areas




- **Multimedia Platforms Worldwide:** Some concerns about the campaign have surfaced and we need to work through them.
 - Multimedia Platforms is in dispute with one of their lenders
 - The lender is involved in a fraud case
 - Due to this the court has frozen the assets and line of credit to Multi Media Platforms
 - This has caused Multimedia to declare Chapter 11 to reorganize their debt
 - At this time the digital platforms of the publications are all up and running
 - The printed versions have been suspended
 - We had signed the agreement with Multimedia Platforms Worldwide
 - However, we have not made the payment
 - We are in discussion with them concerning our agreement
 - If they are not able to resume printing Provincetown will only be responsible for the digital portion of the agreement
 - Following is the results of the NEXT New York digital campaign

Home Delivery Inventory Reports Admin don@nextmagazine.com
Next New York (11712762) Type here to search...



Provincetown Tourism Office > Provincetown Tourism Office 2014 >
 Line items: **PTownTourismOfc_Halloween16+LeatherFetish_300x250_9_22_10_21** 1 of 1 line items
 ID: 283142882 Status: **Delivering** Type: Sponsorship Time: Sep 22, 2016 12:00 AM EDT - Oct 21, 2016 11:59 PM EDT History

Pause **Add creatives** More actions - Run report

Impressions **11,558** Clicks **65** CTR **0.56%** Progress 

Creatives (2) Settings Delivery forecast and contending line items Troubleshoot

Evenly Creative rotation

4		Activate	Deactivate	More actions -	Select columns	Search	Go				
<input type="checkbox"/>	Name	Status	Sequence	Start time	End time	Click-through URL	Weight	Targeting name	Impressions	Clicks	CTR
<input type="checkbox"/>	PTownTourismOfc_LeatherFetish16_300x250_9_22_10_21 ID: 120284927782 Image 300x250 	Active	N/A	Sep 22, 2016 12:00 AM EDT	Oct 21, 2016 11:59 PM EDT	http://provincetowntourismoff.ce.org/lev/ent/mont/h/Preview	N/A	N/A	5,769	46	0.80%
<input type="checkbox"/>	PTownTourismOfc_Halloween16_300x250_9_22_10_21 ID: 120284928002 Image 300x250 	Active	N/A	Sep 22, 2016 12:00 AM EDT	Oct 21, 2016 11:59 PM EDT	http://provincetowntourismoff.ce.org/lev/ent/mont/h/Preview	N/A	N/A	5,789	19	0.33%

Go to page: 1 Rows per page: 10 - 1-2 of 2

B. VSB Administration

- **Board of Selectmen:** The Joint Meeting with the BoS & VSB for October 24, 2016 was thought to have been set up too quickly. The BoS is now requesting that it be held on Monday, November 14, 2016 at 5:00 PM in the Judge Welsh room, which will allow for everyone to set their calendars and be able to attend. Everyone's input is very important to the Board of Selectmen. Please confirm that this date will assure a quorum will be present.
- **Giant Adirondack Chair:** The chair has arrived and was assembled
 - It is currently located in front of Town Hall
 - We are planning a meeting to discuss future placement
 - A procedure and schedule for the Giant Adirondack Chair will be forthcoming.
 - If a member of the VSB would like to participate in the planning you are welcome to.
- **Pilgrims First Landing Park:** The Executive Director of the Provincetown 400 is Lisa Giuffre of North Truro.

C. Marketing and Advertising Insights

Forbes : **The Top 7**

Social Media Marketing Trends That Will Dominate 2016

Jayson DeMers, CONTRIBUTOR

I de-mystify SEO and online marketing for business owners.

Opinions expressed by Forbes Contributors are their own.

Social media marketing has always been a peculiar animal. Since its early days, where platforms were finicky



and critics insisted that social marketing was not a viable marketing strategy, we're now witnesses to an era with rock-solid platforms, useful advertising options, and plenty of free opportunities to make our content public.

Still, the world of social media changes quickly, with dozens of new platforms arriving each year and most existing companies scrambling to stay ahead of the game with new features and innovations. If history and some recently emerging trends are any indication, 2016 will be a host for a variety of new trends and changes in the social scene.

Here are seven landmark social media marketing trends I predict we'll see in 2016:

1. In-the-moment updates will dominate. Social media is already “in-the-moment” by nature, but there are some posts that are more “in-the-moment” than others. For example, take Periscope, which was recently acquired by Twitter—it allows users to give a live video broadcast of some stretch of their lives. Compare that to simply taking a video and posting it later—Periscope users collectively watch 40 years of live video each and every day. Instagram and Snapchat also support on-the-go, in-the-moment updates as opposed to late-game retrospectives, and could collectively herald in a new era of immediacy in social media. If it catches on, you can forget about scheduling all your company's social media posts in advance.

2. Buy buttons will take over. Facebook and Pinterest are just two of the platforms that gained attention this year by introducing new “buy” features for their advertisers and users. Mobile users of Facebook and Pinterest who see a product they like in a sponsored post can now use one click to purchase it, without ever leaving the app. Instagram isn't far behind on the trend, and I imagine more social platforms will follow. By the end of 2016, most major social media brands will feature some kind of buy button naturally as an element of their advertising campaigns.

3. In-app functionality will diversify and spread. Facebook is the king of adding new functionality. In the past year, they've introduced Instant Articles (a new form of publishing), an in-post search engine (to

find articles you're referencing), and videos that play instantly when scrolling. Now, they're developing their own digital assistant (though it's technically a digital/human hybrid assistant). Other platforms are working similarly, with Twitter, Instagram, and others trying to expand their platforms to a similar degree, preventing users from ever leaving the app. Expect this trend to continue well into 2016, giving marketers ever more opportunities to engage with their audiences on one platform.

4. New publication options will be available. Facebook's Instant Articles are only the beginning. Publishers on board with the program can publish full-length articles to Facebook users, without having to link to an external source. As social platforms become more competitive and more aggressive about keeping users in-app for as long as possible, I imagine they'll dream up even more sophisticated forms of publishing for businesses and organizations. Twitter's upcoming Project Lightning puts publication in the hands of its users, but it still represents a dynamic way to present material to the public.

5. User privacy concerns will hit an all-time high. After another year full of high-profile security breaches (like the one with Ashley Madison), user concerns over privacy are going to hit an all-time high. Snapchat's explosive popularity is, in part, due to user demand for a more private, secure method of communication and engagement. Facebook is introducing more privacy awareness tools for its users, and it's smart to do so, because as tension continues to rise, only platforms which offer a degree of privacy and security will continue to thrive. For advertisers, that might mean backing off of sometimes-intrusive forms of advertising.

6. Competition for organic visibility will increase. Finally, as the ROI of social media marketing becomes more established and social marketing itself becomes more accessible for a wider range of businesses, there will be a greater level of competition for organic visibility. Already, Facebook is throttling organic visibility to force people to buy advertising, and as more businesses emerge in the market, that throttle will only increase, and among more social media channels. The cost of advertising, too, is set to rise over the course of the next year.

7. Fewer small platforms will emerge. For the last several years, we've seen at least a few dozen new social media platforms rise up and either blink out of existence just as quickly or settle in as a middle-of-the-road platform that never gets more attention but never really dies out. This past year, the trend has changed—platforms have tended to skyrocket in popularity to stand on their own, get enough attention to be acquired by one of the big three (Facebook, Twitter, and LinkedIn), or die a quick death. In 2016, I expect we'll see fewer small platforms as the big players race to gobble up the promising small fry, meaning you'll have to worry about fewer up-and-coming opportunities.

I anticipate these trends will permeate the landscape of social media marketing, across multiple platforms and of course many audiences. Already, you can see platforms like Facebook and Twitter rushing toward these achievements at an alarming pace, but it's the companies who adapt to these changes who stand to benefit the most. Prepare for these changes and beat your competition to the punch, and you'll be rewarded with more visibility and a greater reputation.

6. Board members statements.

RC – none

HS – none

MP – none

LM – none

BS – learned about the talk about our campaigns that the VSB has been running: great variety of ad campaigns, thinks the 2015-2016 Media Overview is a great tool to understand where and how the VSB spends the funds. Wants to publicly thank the Hat Sisters for everything they've done for Provincetown, all their help with promoting the town and generating funds for non-profit organizations over the decades.

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

Move to approve the meeting minutes from September 27th, 2016.

Motion: BS Second: LM 6-0-0

Move to adjourn.

Motion: HS Second: BS 6-0-0

The meeting was adjourned at 4:30pm.

Respectfully submitted,
Radu Luca