

Meeting Agenda (Revised 2/21/2017)

The Visitor Services Board will hold a public meeting on **Tuesday, February 21st, 2017 at 3 pm** at the Town Hall, Judge Welsh Room, 260 Commercial Street, Provincetown, MA.

Agenda:

1. Public Statements—Five minutes maximum. Board members are not obligated to respond to public statements.
 2. Director of Tourism Memo to VSB (Feb 8, 2017). Requested by Marian Peck
 3. Beautification Committee Update. Requested by Bill Docker
 4. David A. Cox Provincetown promotional video proposal. Requested by Marian Peck
 5. Cruise Ships Visitor Plan and Proposal Update. Requested by Rex McKinsey
 6. Communications Services RFP update. Requested by Marian Peck
 7. Discussion of reallocation of Visitor Services Board seats Article for April ATM. Discussion dependent. Motions may be made. Votes may be taken.
 8. 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. Other matters that may legally come before the Board not reasonably anticipated by the Chair 48 hours before the meeting. Discussion dependent. Motions may be made. Votes may be taken.
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Media Placement & Activity:

Come Home to Provincetown! Campaign overview

2017 Calendar Year Proposals received from regional and national media outlets for review

<u>Publication</u>	<u>Campaign</u>	<u>Proposal</u>
HotSpots	Two pronged	\$10,155 to \$13,598
Towleroad	Three pronged	\$5,000 to \$15,000
Curve Magazine	Two pronged	\$1,875 to \$3,750
Gay & Lesbian Review	12 Months Coverage	\$6,696
CBS WBZ	Geo-Farm Campaign	\$5,500
Hartford Magazine	Daytrips & Destinations	\$1,599
Yankee Magazine	Best of New England	\$2,952
Clear Channel Media	Outdoor Billboard Advertising	\$10,000

- 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.

Tourism Administration:

The International Travel Writers Association Partnership	
Copy Machine repair	\$782.64 plus labor
Impact the Presidential Administration on International Travel	

- 9. Board Members' Statements—comments from Board members. Discussion dependent. Motions may be made. Votes may be taken.

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