

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from March 30<sup>th</sup>, 2017, 3:00 pm  
Town Hall, Judge Welsh Room  
260 Commercial Street  
Provincetown, MA 02657**



**Members present:** Hersh Schwartz – Vice Chair, Lesley Marchessault, Regina Cassidy, Dan Vanwaus, Rick Murray, Bob Sanborn.

**Members absent:** Marian Peck – Chair – excused.

**Meeting was called to order at 3:00 pm by Hersh Schwartz.**

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

**Others:** Allison Beaven – Outer Cape Chorale Artistic Director, Jeff Tagen – Outer Cape Chorale, David Kubayko – Provincetown Business Guild.

**Agenda:**

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

David Kubayko – PBG Board of Directors – read a statement on behalf of the PBG Board

Dear Madame Chair, VSB Members, and Tony and Radu,

The Guild greatly appreciates all the work that has gone into developing our Cultural District and we welcomed being a part of the committee charged with this important task.

We feel that it is vital to have our Guild VSB rep at the table at the meeting with the MCC. We are sorry if we misunderstood the process of volunteering and being included at the meeting. However, now that we understand the process to be included -- we would firmly like to volunteer and respectfully ask that we be invited to the morning meeting with the MCC.

We feel strongly that the Guild's participation in the development of our Cultural District is essential and we are committed to remaining a strong partner in its activation and ultimate success and it would help to be at the meeting with the MCC.

## 2. Outer Cape Chorale Update and Projects. Requested by Jeff Tagen

Jeff and Alison introduced themselves to the VSB and provided an update on past and future projects.

### Outer Cape Chorale Profile and Fact Sheet

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The Outer Cape Chorale is a welcoming, non-auditioned chorus that fosters joyful, excellent singing through diverse repertoire. We strive to bring the inspiration of choral music to the Outer Cape community. We rely on the support of our audience members, donors, and sponsors, so that we may offer our concerts free of charge to the public.

The Chamber Singers are an auditioned a cappella group made up of about twenty members of the Chorale. They perform 6-8 concerts all over the Outer Cape during the summer and fall, and frequently perform selections during the Chorale's seasonal concerts. They have twice opened for the Cape Symphony Orchestra at their annual Pops Concert in Orleans. They sing a wide variety of music, from classical to popular.

#### Outer Cape Chorale Membership

Our membership varies from season to season, with anywhere from 120 to 150 singers performing at each concert. 135 singers made joyous music at our December 2016 concert, "O Be Joyful".

Chorale members reside in numerous towns across the outer and mid-Cape Cod, with a few members residing off-Cape. Recent by-town counts:

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The Outer Cape Chorale performs two weekend concert series each year, in May and December. For each season, the Chorale performs on Friday and Saturday evenings in Provincetown (at

Town Hall) and on Sunday afternoon in Orleans (at Nauset Regional Middle School). Approximately 1,200 to 1,500 people attend our weekend concert series each season, coming from towns across the mid-Cape and outer Cape area.

The Chamber Singers perform a summer series of eight to ten concerts each year in Eastham, Orleans, Wellfleet, Truro, and Provincetown. Approximately 500 to 600 people attend Chamber Singers concerts over the course of the summer.

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Artistic Director

## Outer Cape Chorale Profile and Fact Sheet

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Allison Beavan holds a Masters Degree from Central Connecticut State University's Music Institute where she studied conducting under Dr. Pamela Perry and Dr. Ann Howard Jones. She has been a frequent presenter of her master's thesis on choral repertoire at music educators' state conventions as well as at the national convention of the American Choral Directors Association.

She was Soprano Assistant Conductor for Carnegie Hall under the direction of Robert Shaw, James Conlon and Andre Previn for their Choral Conductor Workshop Concert Series.

Allison is well known for her role as choral director at Nauset Regional High School where she was selected Regional Teacher of the Year and was also named a Paul Harris Fellow. Her choruses have received Silver and Gold medals at dozens of state and national competitions and in Montreal as well. They performed with the Cape Cod Symphony Orchestra, Christmas Pops, Pops in the Park!, at the Massachusetts State House, Colonial Williamsburg and Disney World. During her tenure at Nauset, the select Honors Chorus performed on five different occasions in Carnegie Hall. Allison retired from her position at Nauset in late 2015.

Allison has performed locally as soprano soloist with the Chatham Chorale, Cape Cod Opera, and the Cape Cod Symphony

Orchestra. She maintains a private voice studio in Orleans.

## Board Members

Jeff Tagen, President (Provincetown) – a Chorale member for 4 years, Jeff applies his corporate project management experience to help guide the activities of the Chorale and its Board.

Kathleen Henry, Vice President (Milton / Truro) – Kathleen, a chorale member for 5 years, is a novelist; she has experience in non-profit fundraising and graphic design.

Fred Gaechter, Clerk (Truro) – A member of the Chorale for 11 years and a retired Executive Director at Telcordia, Fred is a past Truro Selectman and Chairman of that Board, a Board member and immediate past President of Outer Cape Health Services, and the current President of the Truro Conservation Trust. Other than volunteerism and singing, Fred's other passions are photography and travel.

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## Outer Cape Chorale Profile and Fact Sheet

Sue Peters, Treasurer (Wellfleet) – Sue practiced law in Washington DC, worked for an international accounting firm in Tokyo, Japan, and ran Tax and Business Service offices for American Express in Honolulu and Minneapolis before settling on the Cape where she is a broker associate for Berkshire Hathaway Cape Shores Real Estate. Sue joined the Chorale in 2002 and has been a Chamber Singer since 2003.

Carl Brotman (Truro) – Carl Brotman MD is a retired medical educator and former Director of the Psychoanalytic Institute of New England in Boston. He started with the Chorale as an usher at concerts before deciding to sing with the group four years ago. Carl is also a member of the Chamber Singers.

Rita Burke (Truro) – Rita retired from music teaching after 35 years. Her primary instrument was the oboe. She was the recipient of the N.J. Governor's Award because of her

achievement in combining music with special services. Rita now participates in a women's choir called Common Voices. She is also an avid djembe drummer. She has been singing with OCC since 2012.

Janice Gray (Wellfleet) – a Chorale member for 10 years, Janice had a long career in classical music radio followed by 20 years in her current career in financial planning and asset management. Before joining the Outer Cape Chorale board this year, she served on the board for Outer Cape Health.

Lynne Johnson (Eastham) – Lynne joined the Chorale in 2015, bringing over 30 years' experience as an actor, singer, director and educator. Formerly Exec.

Director of the River's Edge Arts Alliance of Hudson MA; Assoc. Director of Education at the Huntington Theater Company; Board of Director of the Acton Community Chorus; Drama teacher at Hudson MA High School; Founding director of the Hudson Drama Workshop; Director of Education at CORE Stage Company of Arlington; and Artistic Director of The Actor's Playground of Hudson.

#### Financial information

The Outer Cape Chorale is a registered 501(c)(3) non-profit organization – MA Taxpayer ID 10459904 and MA tax exemption certificate number 1698373632.

Funding is derived from membership dues, voluntary contributions at concerts, donations from community members, advertising revenue from our concert programs, grants, and business sponsorships. Chorale members contribute \$35 for each concert series to defray some of the costs of music scores, rehearsal spaces, and other ongoing expenses.

### **3. 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.**

None

**B. VSB Administration**

➤ **Communications Agency Agreement Update:**

- Tourism Office had a phone meeting with Red Thread on Tuesday 18 April to review current activities and ad placement and other marketing materials
- Contract was sent to Red Thread for signature
- Contract negotiations are in progress
- Red Thread to schedule Discovery Meetings here in Provincetown on May 1 & 2
- They plan to meet with approximately 12 business owners/partners
- The meetings will last 30 to 45 minutes
- The meetings will take place in the Tourism Office

**Move to recommend that Red Thread meet one-on-one with the Red Thread proposed business owners and stakeholders in town.**

**Discussion:** BS asked whether the VSB is taking a motion to make these meetings contractual and more formal. Will Red Thread come before the VSB and present their recommendations to us on pending matters and on general marketing matters. BS asked whether we have a sense of when they'll make their recommendations to us. RM said the tentative schedule moving forward once Red Thread began their contract was presented to the Interviewing Committee. RM would like RT to sit down with the full board and present their recommendations sooner rather than later. RM emphasized we need to give this new firm an opportunity to start fresh and move forward, but they need to understand how the VSB and Tourism department have been functioning throughout the years, and believes this should be an open and transparent process and the VSB members need to advocate for their constituencies. BS believes the VSB needs to make their input heard and taken into consideration by the new Communications Agency.

**Motion: LM**

**Second: JC**

**6-0-0**

➤ **Celebrity Page, Unconventional Studios & Summer Studio:**

- **About Celebrity Page:** "Packed with behind the scenes access, red carpets and celebrities, Celebrity Page brings you the inside scoop on the world of entertainment. From the best of film, music, TV and fashion to the latest celebrity weddings, babies, hook-ups or break-ups, Celebrity Page is the place to get up close and personal with your favorite stars."

- **About Unconventional Studios:** “Unconventional Studios produces TV shows and specials in the celebrity space as well as private label, branded video content and Live streaming specials, among other productions. Unconventional is most known for *Celebrity Page*, a daily ½ hour entertainment show airing on 150 TV stations reaching more than 500,000 every day. Unconventional has also produced one-hour primetime specials on Robin Williams, Prince, Joan Rivers and a forthcoming one on Mary Tyler Moore. Unconventional has production partnerships with TV Guide Magazine (reaching 12 million readers) and Meredith Corporation (reaching more than 80 million women a month with such brands as Martha Stewart, BHG, Shape, Parents, Rachel Ray, All Recipes and more).”
  - Demographic is 60% women & 40% men
  - Syndicated in more than 150 markets across the United States including Boston, Providence, Harford, New York, Philadelphia and on the **Reelz Channel 2** times daily reaching 400,000 to 500,000 TV Viewers per day
  - Reaches 25,000 to 30,000 daily in the Boston market alone
  - The producers, Mark Berryhill and Michael Kelley, Local Businessmen plan to provide national media to build awareness of Provincetown initiatives
  - **Summer Studio:** “The media contribution will come by creating a “Summer Studio” for *Celebrity Page* in Provincetown. *Celebrity Page* is very celebrity-friendly and recognized by the industry and steady growth of TV fans as one that presents diversity about a diversity of celebrity. The producers of *Celebrity Page* will shoot show openings, segment tosses, celebrity interviews and incorporate celebrities selfies into coverage surrounding this content with messages about Provincetown history, attractions, businesses and themed initiatives. Kelley and Berryhill will be spending the rest of April and May meeting with town and business leaders to formulate the media plan.”
  - Summer Studio will be working with the Tourism Office and our Communications Agency, to provide the Provincetown marketing message to be used in the broadcasts
  - A *Celebrity Page* “*Summer Studio in Provincetown*” news release will be published later this week.
- **VSB Meeting:**
    - Monday May 8<sup>th</sup>
    - 3:00 to 5:00 PM
    - Meeting was rescheduled to due to quorum
  - **Joint Meeting with BoS & VSB:**
    - Tourism Marketing Grant approval of BoS
    - On the BoS May 22<sup>nd</sup> agenda
    - 6:00 PM unless otherwise changed to an earlier time
    - A quorum is needed for this meeting
  - **Provincetown Cultural District:** Massachusetts Cultural District Initiative
    - Massachusetts has 35 cultural districts





**Move to approve up to \$20,000 for Provincetown Business Guild fiscal 2018 Marketing Coop Grant.**

**Motion: BS**

**Second: LM**

**6-0-0**

➤ **Provincetown 400 2018 fiscal grant funds:**

- **Town Agreement with Provincetown 400:** “The Grantee shall arrange for promotion activities and marketing to occur up to the period ending with June 30 2021. Marketing expenses, as specified in Section 1 above, will only be reimbursed for promotion and event(s) occurring through the end of the 2021 fiscal year. Grantee must demonstrate that the Marketing expense is connected with the 400 year commemoration when submitting for reimbursement.”
- **2018 Five Year Plan - FY2018 Approved 5-Year Plan:** “A full reimbursement marketing grant of \$15,000 has been allocated to the Provincetown 400 organizations, \$15,000 is allocated each year for five years from fiscal years 2015 through 2019 providing a total of \$75,000 for marketing the commemoration and surrounding events.”

**Move to approve up to \$15,000 for Provincetown 400 fiscal 2018 for marketing and promotion activities to occur through the end of the fiscal year 2021.**

**Motion: RM**

**Second: LM**

**Discussion:** RM believes this item is part of a bigger conversation and that the funding of P400 should come from the Town via the General Fund starting FY2019 and not from VSB funding. RM clarified that unallocated moneys from the Tourism Fund have already been voted on and allocated to pay for P400 ED salary separate from the \$15,000 annual allocation FY2015 – FY 2019. TF mentioned Lisa Giuffre from P400 could come before the VSB and provide an update on marketing plans, etc. BS thinks it’s a good idea to have Lisa G here to better understand how the money will be used for marketing. JC would also like to see Lisa show before the VSB and present P400’s marketing plan.

**RM and LM withdrew their motion and second, respectively.**

➤ **Five Provincetown Institutions Coop Marketing Grants:**

- **2018 Five Year Plan - FY2018 Approved 5-Year Plan:** Cooperative marketing support is being provided to Provincetown’s five institutions, Fine Arts Work Center, Pilgrim Monument and Provincetown Museum, Provincetown Art Association and Museum, Provincetown Center for Coastal Studies, Provincetown Theater, each organization will receive \$5,000.

**Move to approve up to \$5,000 for Fine Arts Work Center fiscal 2018 Marketing Coop Grant.**

**Motion: RM**

**Second: DV**

**6-0-0**

**Move to approve up to \$5,000 for Pilgrim Monument and Provincetown Museum fiscal 2018 Marketing Coop Grant.**

**Motion: RM**

**Second: DV**

**6-0-0**



The meeting was adjourned at 4:30pm.

Respectfully submitted,  
Radu Luca