

**Town of Provincetown
Visitor Services Board
Meeting Minutes from May 8th, 2017, 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, Regina Cassidy, Dan Vanwaus, Rick Murray, Bob Sanborn.

Members absent:

Meeting was called to order at 3:00 pm by Marian Peck.

Staff: Anthony Fuccillo, Radu Luca.

Others: K. David Weidner, Ph.D. – Executive Director, PMPM, Lisa Giuffre – Executive Director, Provincetown 400

Agenda:

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

Dr. David Weidner – here to speak in support of Provincetown 400 and Lisa Giuffre. DW and LG have been working together to develop activities and programs leading up to 2020 and beyond.

Letter of Support from Dr. Weidner is below:

Support for Provincetown 400-Statement 8 MAY 2017

Good afternoon, my name is Dr. David Weidner and I am the Executive Director of the Pilgrim Monument and Provincetown Museum. I come to you today to speak to the support of the of Provincetown 400.

It is a pleasure to work collaboratively and cooperatively with the Provincetown 400 organization as we mutually plan activities for the 400th Anniversary of the Mayflower Pilgrims landing in Provincetown and the signing of the Mayflower Compact in our harbor.

The Provincetown 400 organization, under the direction of Giuffre is well positioned to engage our entire Community of stakeholders. On behalf of The Pilgrim Monument and Provincetown Museum I encourage your support of Provincetown 400.

We have much work to do and a collaborative and positive team-spirit will serve our entire community well.

Thank you.

K. David Weidner, Ph.D.
Executive Director
Pilgrim Monument and Provincetown Museum

2. Provincetown 400 Update. Lisa, Giuffre, Executive Director to present
(Requested by Hersh Schwartz)

Lisa Giuffre – here to introduce herself to the VSB and present an update on what has been done so far to prepare for 2020 and what the future plans and goals are.

Briefing □ for the □ Visitor Services Board

May 8, 2017

First, I would like to thank this Board for having the foresight to start setting aside funds a few years ago for marketing and promotion of the 400th commemoration of the landing of the Pilgrims and the signing of the Mayflower Compact. It is imperative that the Town show their commitment and financial support of this work as it will leverage our ability to access other funds both government and private. Thank you.

Background

- Volunteer Task force was formed a few years ago, created logo and hired executive director □
- Existing nonprofit organization, Pilgrims' First Landing Park which was formed in the 90's to renovate the park at the rotary in the West End is doing business as Provincetown 400. They are one in the same. □
- Will develop board that is best positioned to support the impact we seek. Membership will include a diverse cross section of individuals. □
- Executive Director has spent significant time getting to know people, businesses, and potential partners including, but not limited to: □
 - Plymouth 400, Governor's State Commission, (2020- 2030) Mayflower 400, UK and Netherlands
 - Pilgrim Monument and Provincetown Museum □ ○ Tourism office, the Guild, Provincetown Chamber, Cape Cod Chamber, historical

societies, libraries, Cultural institutions, and creative people, and many more

- Terrific relationship and collaboration with Plymouth 400. Will do some joint events and ☐ programs. ☐
- Vision for Provincetown 400 is to leverage the opportunity to commemorate the 400th ☐ anniversary of the Pilgrims' first landing, the signing of the Mayflower Compact and settlement at Plymouth. To increase awareness of Provincetown and the Outer Cape's place in history of 1620. ☐
- Create major events for the year 2020 ☐
- Fundraise and build awareness and support ☐
- Building programs and activities designed to begin in the coming year and continue beyond 2020 that celebrate 400 years of robust Provincetown history and honor the Wampanoag people and culture. ☐
- Cultural, educational, and civic discourse programs will delve into social and racial justice issues, freedom of expression, self-governance, and diversity, provide a bridge between Plymouth and Provincetown, and provide a platform for connecting our past to society today. ☐
- Create major events for the year 2020 ☐
- Fundraise and build awareness and support ☐
- Provincetown 400 will measure its overall success by measurable outcomes such as: ☐
 - The aggregate number of visitors annually will increase by X%.

- Visitors in the typically non-peak months increase by X%. □
- Vacancy rates of places to lodge will decrease by X%. □
- Meals tax revenue will increase by X%.

- % satisfied or highly satisfied visitor experience will increase by X%.
- Increasing % visitors who indicate a return trip highly likely □
- Number of students we reach □
- Number of underserved we reach

- Jamestown Commemoration - Establishments in the Historic Triangle (Jamestown, Colonial Williamsburg, and Yorktown) reported a boost in attendance of more than 30% to 60% in 2007. The boost was not sustained. Our plan is designed to peak in 2020 but remain a positive contributor to the economic vitality and quality of life of Provincetown for years to come. □

- First year Provincetown 400 budget is estimated to be approx. 400 – 500k. We hope to reach \$1 – 1.5 mil in the next few years. □

- Sources of revenue will include local support, individual, corporate both local and national, foundations and trusts, earned revenue from walking tours, merchandise, etc. and possible state funds. □

Marketing Goals for Year One include:

- **Increase awareness of Provincetown 400** as both a project for 2020 (events, merchandising) and as a civic minded nonprofit creating programs of value to the community before and long after 2020.
 - visual signs of Provincetown 400 from banners to lighting/projected video, to merchandise to pop up re-enactments to new historic walking tours, re-enactments, to talking points for

area tour operators, etc.

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1620-2020

- - In the fall launch series of civic discourse presentations/discussions in the fall around main themes of the events of the landing and signing of Compact
 - Launch activities designed to share history of Provincetown starting with 1620
- **Stakeholders see the value, strength and importance of collaboration** and clear set of mutual desired outcomes in work with Plymouth 400 and local tourism partners. Stronger working together, sharing resources, working toward common goals, streamlining messaging and other marketing modes to increase impact of efforts
- **Build understanding and buy in of progress toward desired outcomes** and measurements of success among stakeholders

Respectfully submitted by:

Lisa Giuffre Executive Director Provincetown 400

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RM asked what the proposed marketing budget would be. LG anticipates a marketing budget of at least 30% of the overall budget, around \$150K.

JC asked whether LG would be willing to come before the Economic Development Committee and make a presentation as well.

BS asked whether P400 has spent any funds for marketing purposes. \$2,500 was spent prior to LG joining P400, but LG anticipates marketing expenditures to be made before the summer season. BS also believes it would have been more appropriate if the P400 grant was a co-op matching grant.

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

➤ **Red Thread Productions Update:**

- Contract pending agency's signature
 - Red Thread is adding a list of subcontractors to the contract
 - The list of the subcontractors will be provided
- Discovery Meetings:
 - May 1 & 2
 - Nadine Licostie, Executive Producer, Director & Principal Red Thread
 - Kim Carlin, Writer & Strategist - Sub Contractor
 - Met with business owners and tourism partners to gather information
 - Kim Carlin will provide recap with strategy for Provincetown messaging
- Red Thread is subcontracting a media vendor to provide a recommended fiscal 2018 media placement plan
- Red Thread will present an agreed media plan to the VSB

➤ **Joint Meeting with BoS & VSB:**

- Tourism Marketing Grant approval of BoS
- On the BoS May 22nd agenda
- The following grants will be reviewed, discussed and approved:
 - Tourism Marketing Grants
 - Provincetown Chamber Grant
 - Provincetown Business Guild Grant
 - Provincetown 400 Grant
 - Five Provincetown Institution Grants
- 6:00 PM unless otherwise changed to an earlier time
- A quorum is needed for this meeting

➤ **VSB Meeting:**

**Motion: RM
this vote)**

Second: BS

6-0-0 (JC was absent for

Following clarification on the Provicetown 400 contract, the VSB decided to take a vote on this item.

C. Marketing & Advertising Insights

Three very important immediate takeaways from this article are:

- Realize that everyone influences the customer experience
- All the marketing you do can be lost by poor visitor experiences once they visit the Town
- Better video content and more of it.



Forbes

The Top 10 Trends Driving Marketing In 2017

Daniel Newman ,

CONTRIBUTOR Opinions expressed by Forbes Contributors are their own. I am a principal analyst of Futurum Research and CEO of Broadsuite Media Group. I spend my time researching, analyzing and providing the world's best and brightest companies with insights as to how digital transformation, disruption, innovation and the experience economy are changing how business is done. Bringing together the

technology layer with the human layer, I seek to solve the biggest challenges that companies have today; how to grow, scale, change and adapt to a world where technology and media shift at breakneck speed. So what does this mean? It means that I spend my life learning about what drives people to adopt new technology so I can share those secrets with companies that are ready to take their business to the next level. From keynoting on the world's largest stages to weekly insights on Forbes, Entrepreneur and our Blog, my goal is to provide our clients with what they need to know to out innovate and turn disruption from threat, into a business model for success.

Visibility is one aspect of marketing that won't change—regardless of the year. Marketing before and after a digital transformation revolves around how customers see your business. I don't have a crystal ball, but I do have some informed ideas about what to expect from marketing trends in 2017.

Focus is crucial—and that can be a challenge. The bigger the business, the more diverse the customer base. While data is making it easier to target consumers, it's a massive undertaking to discern valuable information from the volume of data available. How do you stay focused, create conversations, and increase conversions? It's a big question, but paying attention to what's on the horizon can offer insights. Here are 10 trends that I predict for 2017.

1. Increased focus on customer experience. Customer experience is the heart of marketing for every industry. While it has always been a marketing focus, today's businesses—at least the successful ones—have embraced customer-centric philosophies to [create effective marketing strategies and positive digital transformations](#).

What sets your brand apart? Here's a hint: It's not your product or service. It's the experience you create for

consumers—how you meet their needs and entrench your brand in their personal identity. Without these key factors to support your market offering, a consumer can (and will) choose any number of competitors who create a more memorable experience. Customer connection must be part of your mission, and building those connections are no longer just the domain of the sales and marketing teams.

Realize That Everyone Influences The Customer Experience

Digital disruptions have changed the way we communicate with each other—and especially how brands communicate with consumers. Companies can no longer hide behind a well-constructed marketing campaign and a few key spokespeople. A well-placed tweet or Facebook post from a single employee can expose poor brand practices and tarnish the public's perception of your brand. While many businesses see this era of free speech as a liability, it's actually an amazing asset.

If you [think of every employee as a brand ambassador](#), you can increase your marketing and customer outreach efforts exponentially. But to turn employees into true brand ambassadors, existing walls and hierarchies must fall.

2. Engaged and effective measuring: analytics 2.0. Talk of measuring marketing has been on an endless loop lately. With confessions from Facebook and others about how their data doesn't tell a complete story, what we do have is less than stellar. Now—and in the upcoming year—[measurement will be done with purpose](#). Expect business objectives to tie back to profit, revenue, customer retention, and satisfaction.

3. Lean on the new marketing lieutenants: marketing technologists and data scientists. To make the first two

trends on our list work, executives must be data-driven. As companies aim to connect email, social media, and paid, owned, and earned marketing strategies (among others), they must incorporate technology needed to implement and support it. Expect Chief Marketing Technologists to lead this initiative—studies show that four out of five enterprises do this already.

4. [Personalized everything](#). As we work to individualize everything from Coca-Cola cans to shoes, mass customization has transitioned into personalization. For some businesses, this will mean ensuring touch points are specific and individual. For others, it's simply streamlining the purchasing process and making it more responsive.

5. Better video content...and more of it. Yes, content is still king, but the kind of content that rules the web is changing. Social content, reviews, blogs, papers, and eBooks are all still crucial aspects of marketing, but [video will be the rage moving forward](#). Considering the success of games like Pokémon Go, expect virtual and augmented reality to take us into the future. Brands that fail to incorporate visuals and videos will be left by the wayside.

6. More social media marketing. [We need to change the way that we think about social media](#). Social media strategies should market less and sell more. Often, brands use social media to blast highly generic content—content that people are ignoring. Social media should be personalized too, and it's not too hard to accomplish. Use social media for the frontline marketing of sales and services. Use it to engage with consumers, not blast messages.

7. Embrace the IoT. The Internet of Things has been in its infancy. In 2017, expect businesses to leverage the power of

billions of connected devices—a marketer’s dream. Collecting and making that data useful, though, will be key. Beacons, sensors, edge devices, TVs, clothes, fitness brands, and more are all producing useful data, meaning more opportunities to get closer to the customer. Expect the IoT to [transform how we leverage tech and data](#).

8. Chatbots and AI go mainstream. Providing positive customer experience and service means leveraging the power of technology. Asking locals for advice on where to eat is good, but they don’t know whether you like spicy food or have a gluten intolerance. Imagine a chatbot who knows your likes, dislikes, and needs and can guide you on where to eat, how to travel, or where to shop. Chatbots can use [AI, deep learning, and data crumbs from across the web to understand](#) and guide consumer behavior.

9. Right-time marketing instead of real-time marketing. Real-time marketing—with eyes out for opportunities to market and score—has been hot the last few years. Think of [Oreo’s “Dunking in the Dark”](#) campaign. As we now use data to isolate the best moment to connect with consumers, real-time should switch to right-time.

10. Prepare for marketing to own digital transformation campaigns. Many are suggesting that CMOs own digital transformation. I staunchly disagree. What CMOs should actually own is the digital transformation “campaign”—the process of showing the market and your teams that a company is transforming. Do this by clearly explaining how these trends, along with digital initiatives, [affect consumer experience](#) and how the company is executing it.

Of course, this list isn’t exhaustive; save room for the unpredictable and unprecedented. Given [last year’s trends](#) and what I see on the horizon, though, this is how we should be planning for the upcoming year.

4. Board members statements.

HS – none

MP – asked whether a new website is part of the conversation between Staff and the Communications Agency. TF said a new website, among other things, has been part of the conversation with Red Thread.

LM – would like to clarify the difference between a “co-op marketing” and “matching grant.”

RM- new Ptown.org should be up and running in the next days; the PBG has a new logo and the organization will be branded as the “Guild.” The Marketing Committee is meeting regularly and we’re moving forward.

JC – none

BS – would like to thank Staff for sharing the ads we’ve been running in various publications and asked whether a Media Overview for 2016-2017 would be available soon. Yes, the Media Overview is in the works.

DV – none

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

Move to approve the meeting minutes from April 24th, 2017.

Motion: BS Second: RM 6-0-0

Move to adjourn.

Motion: RM Second: BS 6-0-0

The meeting was adjourned at 4:38pm.

Respectfully submitted,
Radu Luca