

Meeting Agenda (revised)

The Visitor Services Board will hold a meeting on **Tuesday, February 20, 2018 at 3:00 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. Canteen Holiday Market, Grantee Event Update (Requested by Loic Rossignon)
3. Swim for Life & Paddler Flotilla, Grantee Event Update. Discussion dependent. (Requested by Jay Critchley)
4. Miss Gay Massachusetts US of A, Grantee Event Update. Requested by Lawrence Moran)
5. New York Times Travel Show Recap
 - a. Trade/Travel shows
 - i. Schedule for calendar year 2018
 - ii. Pop up graphics: new or old, revise and order?
 - iii. Who attends and how decided who represents the Town?
 - iv. What collateral is brought to each and who decides product and quantity?
 - v. Is there process in Place to solicit all to provide collateral?
6. Vote on Red Thread website designer recommendation
7. Vote on Media Space Buying collaboration with Red Thread
8. Assistant Tourism Director search update
9. 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.

Media Placement & Activity:

<u>Publication/Project</u>	<u>Purpose</u>	<u>Up To/Amount</u>
New Tourism Website	Development	\$45,000
Tourism Website Host	Annual Monthly Host fees \$2,000	\$24,000
Media Buying	Digital/Social Media Ad Space Buying 2018	\$75,000

		Meeting Notice
HotSpots Media	Annual ad campaign and Ptown issue	\$11,000
Hartford Magazine	May/June Travel Issue – Hartford Travel Show	\$2,500
Discover New England	Cape Cod Chamber Sponsorship	\$2,000

- b. VSB Administration- Tourism Director's update and follow-up to VSB on various administrative matters. Discussion dependent. Motions may be made. Votes may be taken.

Tourism Administration:

<u>Organization / Project</u>	<u>Purpose</u>	<u>Amount</u>
Provincetown Cultural District	Match Mass Cultural Council Grant	\$5,000

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

- 11. Approval of Minutes from 1/2/18 VSB meeting.

Posted by the Assistant Town Clerk www.provincetown-ma.gov 02/14/2018 3:55 pm AR
Reposted 02/20/2018 11:00 am AR