



Town of Provincetown
The Visitor Services Board
Meeting Minutes - Monday, April 2, 2018, 11:00 a.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA

Start Time: 11:04

Attending – Rick Murray, Chair; Lesley Marchessault, Vice Chair; Regina Cassidy, At Large, Women’s Innkeepers; Jay Gurewitsch, At Large; Susan Avellar, Provincetown Chamber of Commerce; Robert Sanborn, At Large (via phone)

Absent: Andrea Sawyer, At Large

Staff: Anthony Fuccillo, Director of Tourism; Nina McCormack, Assistant Director of Tourism

Minutes:

1. Public Statements - Board members are not obligated to respond to public statements

- Robin Lapidus, PBG. Robin stated that she is aware there will be more conversation at this meeting about the grants and if there are more questions, she will be able to address them.
- Pride event – The VSB funded us for promotions. People are getting bookings at hotels and there are discounted rates for this weekend which benefits all the events happening this weekend. Offering discounts will kick-start tourism and economy.

2. Website developer(s) - update on RFP

- RM stated that he is aware we are working on the RFP and asked for an update
- AF –The RFP is written and in the hands of Elisabeth Verde, Executive Assistant to the Town Manager, who handles the RFP process. An ad will be placed in Banner on the 5th and 12th of April. The ad will also be placed on the General Register. Once listed on the General Register, it will be posted on the Town website. The RFP has been approved by Town Manager. RM requested a copy be forwarded him.
- Proposals are due from applicants by April 23, 2018 by 4p.m. A review committee will be organized by Town Manager. The VSB previously approved up to \$40,000 for new website development.

3. Grant Discussion – A continuation from March 19, 2018 VSB meeting; updates to the FY19 Grant Agreement

- The Board continued the discussion of grants reports being submitted for reimbursement after the 30 time deadline. After 30 days, a grant could be forfeited as stated in the signed Grant Agreements. AF stated that in the past, Fantasia Fair, Women’s Weekend and Women of Color have submitted past the deadline but was approved by the VSB. The Office of Tourism also just received the Swim for Life Final Report for reimbursement, which was due in October.
- RM is recused himself as the PBG grants were going to be discussed.
- SA asked that even though they are late, does anyone ever call the Office of Tourism and let us know that they are late? AF Responded that some do, but most do not.
- SA asked if the Board was made us aware of it. NM said she will be implementing a new process and will be contacting each Grantee a month before their event and will send along the End of Year Reporting Form and Reimbursement Form in case they need an extra copy.
- SA asked if did Swim for Life call to notify us they were late? NM said that she called them to notify them that the Office of Tourism had not received their report. Swim for Life had thought they did submit it and was apologetic that they had not.
- SA stated that the VSB should be notified of all reporting that is late. The VSB has to make sure there is no favoritism. AF stated that when this has come up, the VSB will approve the reimbursement, but also stated that this could jeopardize the chance of future grants for the organization. RC agrees that a reminder would be great.

- NM will be including a cover letter highlighting the important areas of the Agreement. RC suggested the Grantee also initial the cover letter to show they read it. JG agrees that we need to “professionalize” the process and the Board is no longer going to accept late grants. We need apply the process of the Agreement.
- AF also stated that when a Grantee changes an event date, we have brought new dates to the VSB for authorization.

BS – rejoins the meeting via phone at 11:26

Motion to reinstate the 2018 grant for Gayathalon Games \$6,000
Motion: JG Second: SA Motion approved 6-0; Motion Carries

Motion to reinstate the 2018 grant for Swim for Life \$2,000
Motion: JG Second: SA Motion approved 4-0; Motion Carries
SA – excused herself from Vote

Motion to reinstate the 2018 grant for CookOUT \$4,500
Motion: JG Second: RC Motion approved 6-0; Motion Carries

Motion to reinstate the 2018 grant for Holly Folly \$6,000
Motion: JG Second: RC Motion approved 6-0; Motion Carries

Motion to reinstate the 2018 grant for First Light \$6,500
Motion: JG Second: RC Motion approved 6-0; Motion Carries

RM joins the meeting at 11:28
 JG recused himself from the room

- AF brought a date change for the 2018 Dance Festival from May 2018 to June 22-23rd. The change was made due to the Town Hall being unavailable.

Motion to authorize a date change for Dance Festival 2018
Motion: LM Second: RC Motion approved 6-0; Motion Carries

LM recuses herself from the room – 11:30
 JG joins the meeting

- AF discussed the 10K run for the FY19 grant. 10K contacted the Office of Tourism so see if they were approved for a FY19 grant. They were informed that the Office of Tourism did not receive their application. After investigating, the digital grant submission was held up by the Town of Provincetown’s IT Department. The Town Manager suggested accepting the application but authorization will be needed from the VSB. AF stated that the two places funds could be made available would be to make a change in current grant awards or vote to take funds from the marketing budget.
- RM stated that a motion needs to be made and that we made a commitment and it’s not fair since it was a technical issue. SA asked if there is any money left over from FY18 we can use. AF said that all money in the promotional budget is accounted for. The history reflects that we have funded the 10K at different amounts.

- RC asked if we are able to come up with funding at a later time, would we then disburse it to them? RM said no, and that the event is in June.
- JG asked if the hard copies received. RM stated that they were not received. JG asked if exceptions were made for the 10K. AF said he was not aware of any exceptions and that both a digital and two hard copies of the application must be submitted by all grantees. SA asked if hard copies would have had to be submitted by December 4, 2017 at 4pm for consideration, and also wanted to know who executes the 10K. RM stated it was private individuals and they usually attend the January meeting but did not this year. RC noted that they may make a profit at the event even without the grant.

No Motions to approve the Grant was made.

LM joins the meeting at 11:38

4. Follow-up discussion on protocol, set up and systems for future trade shows, including proposals for new collateral

- RM would like new collateral at trade shows and the VSB is looking at creative. Asked that the Office of Tourism move ahead with this project.

SA stated that she will be late for the April 17th meeting at 3p.m. – Tuesday 4/17 at 3p.m.

5. Survey follow-up and next steps

- RM stated that the VSB has a copy of the Executive Summary of the Survey. RM prefers Red Thread Productions be present to review.
- RM highlighted a few items such as that 67% are LGBT and we need to target young people in town.
- 67% come from NY and MA.
- RM - we need to work on the age. The representation of emails collected is on page three and it is a nice show of demographics that the survey was sent to.
- RM spoke with Red Thread Productions 15 minutes before the Board meeting and NL will attend the April 17, 2018 Board meeting. RM stated that the SVB will have the full report on April 2nd.
- SA stated that some events or organizations have difficulty because they don't maintain websites. SA discussed it with the chair of an event committee that she is on, and the website marketing person for the Chamber. Some organizations do not collect email addresses from people that attend the event. SA stated that she will report to the Board what they look at when doing an event. Some organizations were not able to utilize the survey since they don't have a website and don't collect email addresses.
- RM stated that the Louise and Tom of the Select Board really wanted data and this is great information.
- JG asked if there is a way of marketing this information, and what percentage of advertising is currently being done in MA in NY. RM stated that we need to focus on the others areas – family and children as well.
- SA asked what percentage is foreign visitors. RM Stated that it may be in the final report.

6. VSB Report/response Town Meeting, Article 26 – Composition of VSB

- RC asked if she needs to exclude herself if there will be voting? RM stated that are not voting.
- RM read a statement on behalf of the VSB that he would like to present at the Town Meeting. All members of the VSB were fine with the statement.

7. Tourism Director's Report

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.

- AF stated that the Office of Tourism budget has about \$40K available.

- AF shared that we are working with Chamber on a Fan Trip for 13 travel agents/tour operators from Europe and we will be contacting businesses to help us find rooms, meals, attractions, etc. This will be in the middle of April. They had reached out to us on March 30, 2018.
- 2018 Calendar
AF stated that we are still in the editing process of the Calendar with Red Thread and we have not been happy with the process. AF passed around the first version of the calendar along with an updated version. SA thought the photos were poor. AF pointed out that the gatefold makes the calendar on one page. The VSB and Department of Tourism didn't care for the first version, stating it was too busy. Each VSB member reviewed both versions.
- AF highlighted some areas of the Survey – 66% LGBT; 29% straight; 5% choose not to answer. All the specifics will be in the final report.
- Stakeholder's survey will go out soon. The Office of Tourism and Red Thread have been grappling with the date since businesses are starting to open and everyone is very busy, so it never seems to be a right time. This has been a challenge. We are editing the Survey right now. Target date is April 17th and we will be asking the businesses to share zip codes of best customers.
- Prospect survey will be released once we have the data from stakeholder survey.
- NM presented a change to Section 3 of the Grant Agreements to reflect the day of the Grantee's event.

Stated now:

- 3. Time of Performance.** The Grantee shall arrange for event execution to occur during the period commencing on July 1, 20XX and ending on June 30, 20XX. Marketing expenses, as specified in Section 1 above, will only be reimbursed for event(s) commencing on July 1, 201X and ending on June 30, 201X (the Fiscal Year). Grantee must demonstrate that the Marketing expense is connected with the event occurring within the Fiscal Year for which the Grant was awarded.

Changes to: (Highlighted areas reflect changes)

- 3. Time of Performance.** The Grantee shall arrange for event execution **to occur on the date(s) listed on the application** and during the period commencing on July 1, 20XX and ending on June 30, 20XX. Marketing expenses, as specified in Section 1 above, will only be reimbursed for event(s) commencing on July 1, 201X and ending on June 30, 201X (the Fiscal Year). Grantee must demonstrate that the marketing expense is connected with the event occurring within the Fiscal Year for which the Grant was awarded. **Should the Grantee need to change the event date, Grantee must notify the Department of Tourism of said change 30 days prior to the original event date. A change to the event date may be brought before the VSB for approval.**

All agreed to the change to the Grant Agreement.

- **GBCA - Greater Boston Concierge Association**
Membership dues are due. AF stated that we should continue being a member. GBCA is a membership organization consisting of members employed by more than 300 hospitality properties in the Boston area; The members are Concierges, Bell Staff, Front Desk Staff; They have direct contact with guests and recommend; Daytrips and overnight stay excursions from Boston; Restaurants; Attractions; Nightlife; Entertainment; Being an Associate Member provides access to the membership; We are able to share materials for distribution; We can provide FAM trips with the members in concert with Bay State Cruise Company; The membership has a five to ten year waiting list and laps in membership will result in termination

Motion to authorize \$275 for GBCA membership dues

Motion: LM

Second: RC

Motion approved 6-0; Motion Carries

- Further discussion of the March 19, 2018 licensed accommodations in Provincetown
AF shared that the report has a 3-year history and while there was a shifting of licenses, properties and ownership but the numbers did stay the same. That provides room for 6,340 heads in their beds. AF will work on the 2018 with the Licensing Department. AF is aware of the history – some accommodations say they have a room that is not used as a bedroom because it is being used as something else within their accommodations (such as a storage room, office, etc.) but all AF can report on is what actually licensed.

RM asked for a report from 2007 and 1997 to see the trend, data and history.

SA stated that she feels the Senate will pass the bill in rentals I would be curious to see how those figures are going to play into this.

RM asked if we can download every Home Away home and see how many listing there are? AF stated that we are working on it now, and they could be 750 properties. Rentals change all the time.

JG asked if there has been there been any discussion on where that money would be delegated to? RM believes that is a Select Board question. AF feels that 35% should go into tourism. RM would like to change it back to 45%.

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

- JG – None
Conversation continued regarding the 2018 calendar:
- LM likes the inside of calendar and it's moving in the right direction and likes the gatefold
- RC likes the setup of the calendar but noted that there are too many pictures on the 1st sample. It's a blur.
- JG said there are no GLBT pictures
- SA – doesn't like the printing. Stated that the cover looks like one of those photos you put in your album at home. (The couple on the beach). Likes bike photo better because it shows activity. Asked why the editorial is not completed. The gay couples should be more prominent and she does like the children on the calendar spread but do we even need people in it? Perhaps a Family Week pictures? Stated that she doesn't need lovey-dovey to represent this town.
- AF asked SA about the gatefold. SA stated she doesn't like the business of the collage and I wouldn't focus on that as a visitor.
- RM stated that we need to use the hard data from the survey, and if 67% are LGBT, we should marketing to them. We are 2018 we have marriage equality... there is no gay couple on the calendar, there is no representation of night life. Even though the photo of carnival is great, I hope that we can include info from survey to represent the LGBT. Don't ignore the Portuguese, children, hetero, etc. but we need to do the night life and gay men/women.

9. Motion to approve the Minutes from March 19, 2018 VSB Meeting

Motion: JG

Second: RC

Motion approved 6-0; Motion Carries

10. Motion to Adjourn

Motion: SA

Second: LM

Motion Approved 6-0; Motion Carries

The Meeting was adjourned at 12:10 p.m.

Respectfully Submitted,

Nina McCormack

Assistant Director of Tourism