

Meeting Agenda

The Visitor Services Board will hold a meeting on **Monday, May 7, 2018 at 3:00 pm** at 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. Robin Lapidus, Executive Director of the PBG
 - a. Camp Out! and Pride Marketing Grant
3. Trade Show Collateral/Display
4. Update Explorer Board Kiosks
5. Tourism Department Report
 - a. Authorization of media placements, collateral, trade shows-- Tourism Director recommends media placements and collateral to promote and market Provincetown as a tourism destination, or town representation at 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>
Provincetown Chamber of Commerce	Matching Co-op Grant	\$20,000
Provincetown Business Guild	Matching Co-op Grant	\$20,000
Provincetown 400	Marketing Grant	\$15,000
Center for Coastal Studies	Matching Co-op Grant	\$5,000
Fine Arts Work Center	Matching Co-op Grant	\$5,000
Pilgrim Monument and Provincetown Museum	Matching Co-op Grant	\$5,000
Provincetown Art Association and Museum	Matching Co-op Grant	\$5,000
Provincetown Theater	Matching Co-op Grant	\$5,000
Camp Out Tourism Marketing Grant	Request to reallocate funds	\$4,000

(Continued)

Tourism Administration:

6. Reports from Red Thread Productions, Nadine Licostie, Principal
 - a. Marketing and Communications Update
 - b. Visitor Survey Report
 - Visitor – Martha Tripp, MTI Marketing Services
 - c. Social Media Campaign Report

<u>Organization / Project</u>	<u>Purpose</u>	<u>Up To/Amount</u>
Red Thread Productions	FY 2019 Retainer	\$38,000
Red Thread Productions	FY 2019 Creative	\$70,000

7. Board Members' Statements—comments from Board members. Discussion dependent. Motions may be made. Votes may be taken.
8. Approval of Minutes from 4/17/18 VSB meeting.

Posted by the Assistant Town Clerk www.provincetown-ma.gov 05/03/2018, 4:10 pm AR