



**Town of Provincetown  
The Visitor Services Board  
Meeting Minutes – July 16, 2018, 3 p.m.  
Town Hall, Judge Welsh Room  
260 Commercial Street, Provincetown, MA**

**Start Time: 3:00**

**Attending** – Rick Murray, Chair; Lesley Marchessault, Vice Chair; Jay Gurewitsch, At Large; Andrea Sawyer, At Large; Regina Cassidy, At Large, Women's Innkeepers

**Delayed Arrival:** Susan Avellar, Provincetown Chamber of Commerce *(SA informed the VSB at the July 16, 2018 of a possible late arrival) meeting she would be arriving*

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

**Absent:** Robert Sanborn, At Large – Excused Absence

**Minutes:**

- 1. Election of Officers of the Visitors Service Board. Discussion dependent. Motions may be made. Votes may be taken.**

**LM Recommended a motion to nominate Rick Murray as Chair for a second term of the VSB**

**Second: RC                      Motion Approved: 4/0; Motion Carries**

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

Robin Lapidus, Executive Director, Provincetown Business Guild

- RL discussed the progress of The Shack Pride
- 48 million impression from press according to the publicist report
- Did not do paid media due to lack of funds
- On a high level (print radio and online nationally),
- Boston Globe, WBUR, Gaystar News UK, international, national and regional calendars;
- Secured PR placements on Facebook in Helboz, the advocate, hornet, Gay Cities
- We hope to continue with this PR firm. They have an LGBTQ division and handle the marketing well.
- Also said there are travel writers that come and write as well.

- 3. Michael Miller and Matt Clark of PTownie**

- Ptownie was funded \$2000 for First Light and MM wanted to share the impact of the event.
- MM showed a video recap of First Light as well as a hand-out
- Felt the project worked well especially when there was a change in event schedules.
- The target audience was Facebook and Instagram
- The idea is spending money on advertising with social media. There should be custom advertising... it should be organic, real, inclusive and people are engaged in the community.
- Ptownie website and social media mission is to keep people connected to the town they love.

**VSB responses**

- RC asked if their followers are growing. MM stated that they are paying more attention to Instagram and watch the traffic on the calendar. Numbers include: Facebook: 10,613; Instagram: 1,550. Ptownie turned two years old in June
- MM stated that they work with the CDP and offer workshop and seminars. They did two last year for free and are doing one in September, 2018.

**4. Tourism Director's Report**

**Tourism Marketing Fund:**

**RFP Update:**

- Proposals with evaluation criteria have been delivered to the Selection Committee
- Selection Committee will review the proposals and select the most qualified Website Developers to proceed with interviewing by Wednesday July 18, 2018
- Tuesday July 31, 2018 the Selection Committee will meet to interview the Developers
- Evaluations of each proposer will be completed by the Committee
- The Committee will rank the Developers
- The Tourism Staff will present the results to the Town Manger on August 1, 2018
- The Town Manager as Chief Procurement Officer for the Town of Provincetown will begin the process of negotiating a contract with the most desired recommendation of the committee
- If an agreement/contract with the most desired is not reached the Town Manager will move on to the second most desired to negotiate a contract
- The Committee consists of: Rick Murray, VSB; Jay Gurewitsch, VSB; Beau Jackett, MIS Director, Town of Provincetown; Anthony Fuccillo, Director of the Tourism Office; Kristen Mitchell-Hughs, Cape Cod Chamber of Commerce

**2019 \$246.3K Available**

VSB FY 2018 TOURISM FUND	BUDGET			COMMENTS
<b>Revised July 1, 2019</b>				
Marketing Fund Balance 6/30/19	34,270			Encumbered not yet committed
Marketing Fund Budget 2019	400,000			
Available Marketing Funds 2018	434,270			
<b>COMMITTED/BUDGET DOLLARS</b>				
Matching Institutional Co-op Grants		25,000		
Provincetown 400 Grant		15,000		
Matching Co-op Grant Chamber		20,000		
Matching Co-op Grant Guild		20,000		
Communications Agency - Red Thread		38,000		\$3,166.67 monthly
Graphics & Creative Materials - Red Thread		70,000		Annual agreement up to \$70K
<b>Total Committed/Budget Dollars</b>	<b>188,000</b>			
<b>Available Funds</b>	<b>246,270</b>			

**Business Survey Process update**

- Business and Prospect Surveys:
  - MTI has the results from the Business Survey conducted by Red Thread
  - MTI is completing a report of the business survey
  - MTI has is suggesting we conduct online prospect focus groups along with a survey or in place of survey
  - We would need to 3 or possibly 4 different focus groups to reach different potential visitor demographics
  - We are awaiting the proposal from MTI for prospect focus groups
  - Following is the current survey expenses to date:

Visitor Survey Expenses		
Date	Description	Amount
9/16/2016	VSB Motion	35000
11/27/2017	MTI Survey Proposal	24500
	Reporting Expenses MTI	3000
	Available Balance	7500

- RM asked if results have been submitted and if they will go through the Town Manager’s office before being released. AF stated we do not have the survey results yet but yes, it will have to go through the same process as the Visitor’s Survey.
- JG asked if there will be a survey, just the focus groups or both. AF stated that if we can only do one, MTI suggests the focus group and it would only be people who have not been to Provincetown. JG expressed a strong preference for a survey as opposed to a focus group.

**Radio Campaign**

- Reviewed the fiscal year radio campaign with Red Thread
- Red Thread agreed we should continue with the regional campaign
- The plan is to add streaming radio with iHeart Broadcasting in major cities, in the past radio in major metropolitan areas has been cost prohibitive in the past
- The cities are, New York Tri-State, New York Capital District, Boston, Hartford, WDC
- Streaming listeners are trackable and reporting will be provided
- Increasing storytelling on the radio outside of the South Eastern MA

**Motion to approve \$40,000 for fiscal 2019 radio advertising campaign**

**Discussion**

JG asked how long we have been promoting on radio and if it is trackable. AF stated that we have been promoting for many years regionally on the cape and southern MA. The budget is not just for iHeart but for other radio opportunities as well.

**Motion: RC                      Second: JG                      Motion Approved: 5-0; Motion Carries**

**Provincetown Chamber of Commerce 2018 Co-op Grant Funds:**

- The Chamber submitted \$22,029.60 and reimbursed \$11,014.80
- At the end of fiscal year 2018 \$8,985.20 remained not used

**PROVINCETOWN CHAMBER OF COMMERCE  
FY 2018 GRANT REIMBURSEMENT RECAP**

DATE	DESCRIPTION	AMOUNT	REIMBURSED
3/26/2018	Print Advertising	1,000.00	
3/29/2018	Annual Guide Printing - Design, Printing, Delivery	19,629.60	
	Discover New England Annual Tourism Summit	500.00	
5/18/2018	Print Advertising	450.00	
6/29/2018	Print Advertising	450.00	
	Total Submitted	22,029.60	
	Total Reimbursed FY'2018		11,014.80

**Recommended motion to authorize rolling back \$8,958.20 to Marketing Account 1251**

**Motion: JG                      Second: LM                      Motion Approved: 5-0; Motion Carries**

**Tourism Grant Update:**

- All grantees received Grant Letters and Grant Agreements the week of June 4, 2018, the signed Agreements are being returned
- Select Board requested staff recommendations to update and improve the Tourism Grant process
- The Tourism Department has prepared a review of the grant process and presented it to the Select Board on Monday July 9, 2018, following are comments and request from the Select Board:

1. Event budgets not company budgets be part of the application
  2. Cheryl Andrews suggested a rolling due date rather than a hard due date of the first Monday in December
  3. The Select Board will approve the revised grant application
  4. The Select Board would like to see both the application with the evaluation matrix used in the process of the VSB making grant recommendations
  5. Bring back a redline version of the grant applications
  6. Bring back a rolling grant deadline process recommendation
  7. What are the metrics used to evaluate the success of events
  8. Provide a list of for profit applicants versus nonprofit
- AF explained the VSB would review the staff recommendations at their Monday July 16, 2018 meeting
  - AF stated that the Select Board did not approve the recommendation of \$34,990 for the Provincetown Business Guild and decided to open the grant application process back up to the public. The Tourism Department is fast tracking the process. Ads were placed in the Banner for 7/5/18 and 7/12/18 on the Town website and applications are due on July 30, 2018.
  - The VSB will review the applications and recommendations at the August 6, 2018 meeting and then to the Select Board for approval. (Tentative date: August 13, 2018).

**The VSB did not make a motion to create a rolling grant process**

#### **Presentation of Grant Program for FY2020**

- NM presented a slide show regarding the grant program. Feels it is a good program and has a good process in place.
- Reviewed the purpose of the funding: *The Tourism Fund Grant Program is to help support the marketing endeavors of Town organizations to bring new visitors to Provincetown as well as promoting re-visitation.*
- Reviewed the changes to the process including the Event applications as well as the Marketing applications. The Marketing applications will now be an open application process.
- LM expressed concern that we are not just giving block grants to the 7 organizations as done in FY18 and FY19. NM stated that it would be preferred that there are applications and paper trails and that the process is opened up to any organization that has a marketing plan to increase tourism.
- NM reviewed the process of bringing the application process to an on-line system for FY2020.

#### **Online Grant Software Program:**

- Automate the application using online software
- Received quotes from vendors
- Initial Set-up Fees \$1,500
- Two year software, use and administrative support \$,5,000
- Funding will come from the Coordination and Support account 1250

Statement: To approve the staff strategy of changing the current grant program (marketing and events), and adjustments to the reports and matrix.

**Recommended motion to proceed with updated Tourism Grant Program including Grant Software**

**Motion: LM**

**Second: RC:**

**Motion Approved: 5-0 Motion Carries**

#### **Recommended motion to authorize up to \$6,500 for on online grant software program**

**LM: Motion**

**RC: Second**

**Motion Approved: 5/0 Motion Carries**

#### **Red Thread update and 2019 Strategies (currently in draft form)**

- Spark Group will be completing a full analysis of the Social Media campaign
- We are waiting for the Red Thread/Sparks group Digital Display Ad Placement Campaign

- We are waiting for Red Thread to submit a complete strategy for the FY'19
- We are waiting for Red Thread to submit the Creative Plan and budget for FY'19
- We are waiting for Red Thread to provide the budget for FY'19 Digital Advertising to plan and request authorization of funds
- Launched a summer campaign on Social Media to encourage visitation through the entertainment scene
- A Travel Vlogger, Sarah Funk is producing three Provincetown Travel Videos with Red Thread,
  1. Portuguese Festival Culture
  2. Provincetown Food & Drink Experience (live on YouTube)
  3. How to get to Provincetown
  4. Travel & Leisure posted a 90 second general Provincetown video for three days and it received 117,000 views
- Showed Sarah Funk Video – Food & Drink; Travel & Leisure
  - Concern was expressed by the VSB that there was no focus on where to stay in Provincetown
- Photography for advertising and editorial
  - Working with Red Thread on the process
  - Will choose specific photography submitted from photographers

**Recommended motion to authorize reinstatement of the WOMR FY'2018 Tourism Grant for reimbursement**

**Motion: LM                      Second: RC                      Motion Approved: 5-0; Motion Carries**

**Tourism Administration:**

Organization / Project	Purpose	Up To/Amount
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Milo Interactive - Annual Hosting and SSL Certificate	in the amount of	\$748.00
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**Motion: LM                      Second: JG                      Motion Approved: 5-0; Motion Carries**

Grant Software - \$6,500 for a 2-year contract and 1x set up fee (estimate)

**Motion: LM                      Second: RC:                      Motion Approved: 5-0; Motion Carries**

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

**Member statements:**

- RC Thanked the Tourism Department for clarifying items during the meeting
- AS expressed she felt a bit blind-sighted with no real warning we are taking a different approach on something that was already settled. AF mentioned that the Tourism Department was responding to a Select Board response
- LM would like to email the Tourism Department for a schedule to get behind the new process
- JG expressed concern about the grant process and that we are using a matrix. He is concerned it will turn into a mathematical process. Also expressed that Bear week was incredible

**SA arrived at 4:37pm**

(statements continued)

- SA stated that she thought the Bears were great! Nice, polite and a great group of guys!
- RM stated that he will keep saying – we need to promote Inns and Guest houses

**Motion to approve the Minutes from June 18, 2018 VSB Meeting**

**Motion: RC                      Second: JG                      Motion approved 5-0; Motion Carries**

**Motion to Adjourn**

**Motion: LM                      Second: JG                      Motion Approved 6-0; Motion Carries**

**The Meeting was adjourned at 4:41 p.m.**

Respectfully Submitted,

Nina McCormack  
Assistant Director of Tourism