



**Town of Provincetown
The Visitor Services Board
Minutes - August 6, 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; Regina Cassidy, At Large, Women's Innkeepers; Robert Sanborn

Delayed Arrival: Susan Avellar, Provincetown Chamber of Commerce (4:20 PM)

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

Absent: Andrea Sawyer, At Large

Minutes:

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

Ian Edwards, Founder/Director, Broto

- IE shared information and highlights about their grant application with the VSB. Broto is a conference in collaboration of Art and Science in Provincetown.

Steven Hooper, Vice President Provincetown Business Guild Board

- Here to represent the PBG during the grant views in today meeting.
- The grant funding is vital to our organization

Robin Lapidus, Executive Director, Provincetown Business Guild

- RL stated that they are in the thick of Carnival planning and execution. Shared current literature with the VSB.
- The poster art of the past 40 years of Carnival are displayed at The Shack. We are part of the history and art colony and we have had local artists do the artwork.
- Shack is open only Friday evenings, Saturday and Sunday afternoons.
- Pride earned media (media not paid for) had 50 million readers/views. We have potential for 100 million next year. We asked for funding for Pride, Winter Weekends and Holly Folly and First Light.
- PBG received two awards from Cape Cod Life – Gold Winner for Carnival best summer event and Silver Winner for Holly folly best off season event!

2. Motion was made to move Agenda Item No. 2 was oved to 4pm

Motion: RS 2nd: RC Motion Approved: 5/0

3. RFP Update

- The original meeting date was canceled due to a potential conflict of interest
- The State Ethics Committee was contacted and confirmed the potential conflict
- The Tourism Office continues to search for another participant
- We hope to have an answer the week of August 13th

Process will be:

- 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

4. Sarah Funk Video was shown to the VSB

5. Nadine Licostie, Executive Producer, Director, Principal of Red Thread – Provincetown Tourism Marketing Strategy FY2019 Slide Presentation

Highlights include:

- The strategy is based on quantifiable data and if the data is anecdotal, we try not to use it as actionable items

The Strategy is based on the survey responses:

- 66% are LGBTQ; older than 55; higher income; college grads
- They love Ptown and visit often and are passionate about it. They are engaged and they are our best ambassadors
- Most use Trip Advisor and Yelp Expedia, hotels.com and others
- There are great opportunity for the older generations to help generate the younger population
- We have key feeder markets
- Provincetown is not a budget destination in the high season. In the shoulder season it is more moderate. We are not looking at value but at one-of-a-kind experience
- 34-55 age group is our target; Reviewed marketing to the younger audience with shared traits.
- We want to find new compelling ways to tell our story
- Social media is very important
- Strategic placement includes building on brand guidelines, contextual story telling; consistent use of “You Belong Here” and diverse communication tactics
- Reviewed the Advertising and marketing budget

Messaging:

- It’s important to have a message and creative for each tier in the plan, i.e. Holidays, seasons, art, retail, food, travel
- Advertising includes: Print, radio, Outdoor (billboards/posters)

VSB Comments

- RM stated that there is frustration with the lack of speed in the process; summer will be over and people are planning for next year already. We, as a Board, can vote on things that make it easier. There should be photos of people at accommodations; the budget seems correct; we need the survey and new website so we can move forward. Tourism is our economic engine so we need to jump on this.
- NL stated that we have been moving forward, especially the social media campaign which improved the visitor experience and got people to Provincetown. There was an increase in website views. But we need more information on how we can help promote all the businesses in town in a way that is very fair - not putting one business over another. We need more info from the retail community - what do they need? What do they want to see?
- LM suggested they reach out in the off season with another informal survey.
- RS was happy to see the media plan and incorporating that into the updated 5 year plan.

(SA Arrived at 4:20 pm)

6. Sarah Funk Video – How to Get to Provincetown

After viewing the video, VSB comments

- Didn't care for this video and there were lots of negatives
- There were technical issues, such as the image didn't match what Sarah was talking about
- NL – we are we are trying to show different bloggers. She is younger and has 30k followers. The food and drink video was on Travel & Leisure and 117,000 people watch them. We are trying to get to their audience, not judge how we get there. I am not discounting what you are saying but we need to gather them all together and see all different perspectives. It's their voice and authenticity. Maybe this is a missed shot and I will add a report to the next meeting.
- RS stated that it "didn't reach out and grab me". I am not her audience.
- RM stated that the videos are going to be raw and granular... so you will always feel that aspect.
- SA disagreed. Perhaps the background noise be dampened; she could have slowed down so it is more understandable to a larger audience. There is a train that brings you to the cape.
- JG stated that none of us are even remotely close to the target audience... her target people all talk and act that way. Influencers are trying to hit tiny segments so it is more authentic. Sarah did get picked up by a major brand and that is a cool.
- NL said she would email the Travel & Leisure link to the VSB
- SA stated that if we are paying for something to be done, there is a certain degree of professionalism that is expected.

7. 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.

Tourism Marketing Fund: 2019 \$206.3K Available

VSB FY 2018 TOURISM FUND	BUDGET		COMMENTS
Revised July 16, 2019			
Marketing Fund Balance 6/30/19	34,195		Encumbered not yet committed
Marketing Fund Budget 2019	400,000		
Available Marketing Funds 2018	434,195		
COMMITTED/BUDGET DOLLARS			COMMENTS
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
Radio		40,000	Regional Campaigns
Total Committed/Budget Dollars	228,000		
Available Funds	206,195		

Unexpended/Not-Reimbursed Grant Funds:

- Years prior to FY'11 - \$5,435.01 have been identified as Tourism Grant Funds granted and not reimbursed. This is accurate and approved by the Finance Director.
- Specific grants cannot be identified due to not having records of disbursements by grant for years prior to FY'11

Recommended motion to authorize rolling-back \$5,435.01 in unexpended Tourism Grant Funds

RS: Motion LM: Second Motion Approved: 5/0 Motion Carries

Media Placement & Activity:

<u>Publication/Project</u>	<u>Purpose</u>	<u>Up To/Amount</u>
New York Times Travel Show		\$7,000

- AF spoke with Man about World and they are putting more focus on the NY show and it will be a big opportunity.
- AF looked in to pricing and two booths are the same price. A third booth would be more cost beneficial.
- One booth is \$3990.

JG: Motion RC 2nd

Discussion:

- JG asked if the Pink Pavilion sells out faster and what is the deadline? AF stated that we need to do it now or we will lose the space.
- RS stated that his struggle is that it is hard to measure the return on investment. He is not convinced that we get incremental visitors but if this is the only one the Tourism Department is attending, he will be on board.
- LM asked if more staff and/or new collateral would be needed.
- AF stated that the booth will look good with the current materials. With the new website design pending, we don't want to invest in collateral. We can make it work.
- RM asked how much money is budgeted for collateral; AF to let RM know.

New York Times Travel Show for \$7,000

JG: Motion RC 2nd Motion Approved: 6/0 - Motion Carries

8. Grant Applications Review and Recommendations to the Select Board

Fantasia Fair: \$3000

SA: Motion RS: 2nd Motion Approved: 6/0 - Motion Carries

Holly Folly: \$6500

JG: Motion RS: 2nd Motion Approved: 6/0 - Motion Carries

First Light: \$7425.01

Discussion:

SA questioned why are we spending funds on this when the Tourism Office advertise and promotes it too.
SA asked who pays for the fireworks and AF said the money comes from the Tourism Fund.
RM stated that we received a directive from the Town Manager to give it to the PBG
Jay stated he believes SA is stating that there is there a lot of doubling of advertising but express that the PBG and Tourism Office are different targeted groups.

JG: Motion RS: 2nd Motion Approved: 6/0 - Motion Carries

Broto: \$4,000

Discussion:

RS stated that his challenge is (I'm a fan and applaud what they are doing) but how does it promote tourism?
Regina – I would like to give more funding... it could be more world-wide known with collaboration. This will put Ptown on the map.

RM asked Ian Edwards how many people attending last year's event. Mr. Edwards stated there were 60 in attendance

RS: Motion RM: 2nd Motion Approved: 4 approve 2 abstentions (LM & JG) 4/0 - Motion Carries

PBG Pride: \$12,500

JG: Motion

RS: 2nd

Motion Approved: 6/0 - Motion Carries

10K: \$500

JG: Motion

RS: 2nd

**Motion Approved: 4-1 No-1 (SA)
1 Recused (LM)**

PBG Winter Weekends: \$5,000

Discussion:

SA asked if the VSB doing this with our marketing firm, then why are we doubling up efforts.

JG: Motion

RS: 2nd

Motion Approved: 6/0 - Motion Carries

Ptownie: \$1,500

Discussion:

LM stated that there are so many people that are trying to do this, but if it is supported by the VSB, perhaps it will be done well. RC stated that it is the only tool that is working in the winter season. It allows changes every day and the business owners can access this.

JG stated that no other entity is doing it and it needs to be done this winter.

JG: Motion

RS: 2nd

Motion Approved: 5-1 No-1 (SA)

The Commons - \$0

JG: Motion

RS: 2nd

Motion Approved: 5-1 No-1 (RC)

RS excused himself at 4:55 p.m.

AF shared that he and NM will be presenting the grant recommendations to the Select Board and it will not be a joint meeting.

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

- SA stated that we have several entities in town that do promotion and the Tourism Department has a marketing system and firm and the firm should be directed to do the marketing instead of other entities do it for us.
- RC Thanked Red Thread for their presentation. RC stated that she can see the work of the past year and the way Red Thread wants us to go forward.
- LM sked if the VSB will have "a voice" regarding upcoming Room Tax revenue with the Finance Committee and Department. RM stated that the Finance Committee is meeting the week of August 13th.
- JG stated that he would like to thank Family Equality for Family week. Family equality visitors are so grateful that Ptown exists and that they are welcome here. They are sad when they leave. I wish we could serve more underserved communities. The children are out future.
- SA stated that during Family Week she had the most wonderful children attending at the West End Racing Club. They are so grateful.

10. Approval of Minutes from 7/16/18 VSB meeting

RC: Motion

JG: 2nd

Motion Approved: 5-0

Motion to adjourn 5:03pm

RM: Motion

RC: 2nd

Motion Approved: 5-0

Motion to Adjourn

Motion: RM

Second: RC

Motion Approved 5-0; Motion Carries

The Meeting was adjourned at 5:03 p.m.

Respectfully Submitted,

Nina McCormack

Assistant Director of Tourism