

Meeting Agenda

The Visitor Services Board will hold a meeting on **Monday, May 20, 2019 at 3:00 PM to 5:00 PM** at Town Hall, Judge Welsh Room, and 260 Commercial Street, Provincetown, MA.

Agenda:

1. Public Statements
2. FY20 Strategic Plan – Nadine Licostie, Red Thread Productions
3. First Light Fireworks scheduled date & time discussion
4. 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>
Broadway World	Sponsored Content	\$2,500
American Art Collector	Sponsored Content	\$3,500
Jul, Aug, Sep Digital Ads	Space Buy	\$13,000
Travels of Adam	Influencer	\$6,000

Tourism Administration:

<u>Organization/ Project</u>	<u>Purpose</u>	<u>Up To/Amount</u>
Boston Spirit Exec Networking	Expenses	\$1,000
Calendar of Events	2 nd Printing	\$3,000
Mass Info Center	Brochure distribution	\$300

5. Board Members' Statements—comments from Board members. Discussion dependent. Motions may be made. Votes may be taken.
6. Approval of April 22, 2019 Meeting Minutes. Motions may be made. Votes may be taken.