



**Town of Provincetown  
The Visitor Services Board  
April 22, 2019, 3:00 p.m.  
Town Hall, Judge Welsh Room  
260 Commercial Street, Provincetown, MA**

**Start Time: 3:00 p.m.**

**Attending** – Rick Murray, Chair; Lesley Marchessault, Vice Chair; Susan Avellar, At Large; Andrea Sawyer, At Large; Regina Cassidy, At Large; Jay Gurewitsch, At Large; David Burbank, At Large

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

**Minutes:**

**1. Public Statements**

- RM introduced David Burbank

**2. Acting Town Manager, David Gardner**

- RM asked DG if there are ways to simplify the process of communicating with the Select Board regarding procedures and policies. RM also stated that if there are changes to the PR Firm that we have a system in place so there is a smooth transition so there are no gaps. We want to expedite the approval process.
- DG Thanked RM. I'm aware that there may be an RFP process coming up.
- RM asked if overall, can things go through staff and go to the VSB's attention faster. There is a lack of communication. We want to be involved in conversations earlier.
- DG stated that as regards to last week – we did not initiate it. And we are still working on it. We met with the filming crew after the meeting. I know they want a decision in the next couple of days. I will try to stay on top of it and keep Tony on top of things as well.

**3. Discussion of Open Space at Hall Park**

- SA is on the Open Space Committee. And they just purchased the Dwyer Property. It will fall under the Conservation Trust.
- Hall Park falls under the recreation committee who put together a steering committee of Recreation, Public Landscaping, Public Harbor, Open Space and the Historic Commission.
- There will not be parking, but in the future maybe two handicap spaces. We need to delineate whether it's done by fencing or boulders and what area is the private residence and what is the park. There seems to be confusion regarding "Public Park and public parking." Does the VSB have any questions?
- RM asked what the restrictions are with the park. What are the deeds? We can discuss things but it is usually the Select Board who makes the final decisions.
- SA stated that the park is closed from 6pm-7am since it is a residential area. RM responded that it is in a commercial zone. SA agreed, but stated that it is in a residential area. What would the VSB envision for that location? Dennis Kaminski will represent open space committee.
- RM asked if there will there be trees. SA responded that she is not sure and that it may be too close to the water.
- AF stated that we can find out the deeds etc.
- SA stated that a lot of committees will share their thoughts. They may want to have a consultant for recommendations. And they will probably be looking for money.
- LM asked if anything set in stone. SA responded only what she said above... we need to weed down some of the restrictions. I know a pine tree needs to stay.

#### 4. Director's Report

- We are winding down on fiscal year FY19. We have \$20,500 and the entire available balance will be \$350,000. We are projecting out we may or may not do the sponsored content so that money will carry over for sponsored content. We are working on the FY20 marketing strategy. Red Thread will present it on May 20<sup>th</sup>.
- I did some snips of the 5 Year Plan to show what the intention was at the time and the ad buying. 66% is to going to digital, (referred to a chart). I did a second graph to show another version... because some of the numbers may change.
- We have not received the 2018 totals for the digital ads. RM requested the report by next meeting.
- AF – At the last meeting, we launched at the February campaign. And this is the March campaign, but it didn't go live until April. Then round three will go live in May. These are live ads. Nadine is having a discussion with Spark because the perforated arrow was supposed to be live and it isn't. It's nice that we added weddings (and 3 types of weddings.) In addition, there are display ads that go to google ads and newsfeeds.
- RM asked if anyone would like to chime in.
- AS stated that there is nothing for lodging. AF responded that there was lodging in the original document and it should be in this one as well. He will circle back and check it out. AS stated that the staff needs to make the point about heads in beds.
- LM stated that there is nothing about the arts. In the March creative – it's the library – it starts with cultural haven and ends with shopping. Retail/lodging/arts. The weddings should have people of color. NC stated that we represented the arts in February
- SA stated that she does not see families represented or anything marine. We have a huge harbor (vessel usage), given our transportation that people can do on the harbor. These ads are repetitive. But it looks like we have had the same gentlemen in three.
- RM stated that we do need to rotate the ads... but understands. I won't make comments on who is being listed and not market the same entertainers. We have some who live here year round who can be highlighted. Three people suggested inns and retail.
- SA stated that we have to consider the number of galleries on our street... Galleries are retail too. So more focus there can combine the two ideas
- LM – As NC said, I know we have a lot going on but we should be combining some of them.
- JG stated that we are having the same conversation for the past two years. I'm sure the information is going where it needs to go, so my expectations are not being met. My suspicion is all the photos are stock photo. We need to find photographs. I know we have an issue with releases but we need to get there. Animation is moving in the right direction. We have access to lots of video.
- DB asked if we are promoting 2020 at all. It's missing from all of this. RM asked if staff had been invited to the 2020 on May 1<sup>st</sup> fundraiser – Someone from Tourism should be there. Will the Board be able to pay for it? JG asked if someone from the VSB attending? I'm just trying to figure out the configuration of the VSB related to ptown 400.
- AF stated that there seems to be a disconnect regarding the 400 so he will put them on the agenda. AF went last week to meet with O'Neill Associates and Anne Murphy. \$15,000 for five years was put aside for the 400 for marketing. They are responsible for the marketing so we don't send out a different message than they want. We said told them that want to work with them and will help them through their creative people so that we are sure the funds are being used. We had a very productive meeting last week regarding digital ads and collateral.
- RM asked how much did they spend out of that? AF responded that \$11,000 has been spent so far. RM asked when they will start getting things out. JG added that it would make sense to put a timeline on the grant? If the world isn't drowning by August of 2020 it's too late.
- AS stated that there is a replica of the Mayflower on Boyle Street in Boston, and it seems that they will only get as far as Plymouth. It was done by Steve Peters of the Wampanoag Tribe and he is a cape person so why did the vessel go from Mashpee to Boston to Plymouth?
- AF responded that it is two different things.

- AS asked if Steven Peters has something to do with the replica? AF responded, no. And there was press last week about Provincetown.
- AF moved on to state that the staff is already in the process in the process of working on the process for the RFP timeline.
- AF stated that he gave the VSB homework from the last meeting – what do you want the business meeting in the fall? What is the objective? What are the outcomes you are looking for?
- JG stated that September and October is very busy and it will have to be dead on. We will deliver the Instagram and hashtag info, even if they have this May. We should be reviewing best practices and then open the floor to suggestions and ideas. The Business owners are a major player in the tourism industry. LM stated that she agrees with JG. Try to communicate with the businesses in the summer. Our goal is to be marketing the town as a whole, using the same language. Keep in touch with people. If we do this in the fall, we should do one in the spring. If we try to market things throughout the year we need to keep communication open and transparent. Keep it short. Be cohesive.
- AS stated that she will refer to the business people in the room. I am a retired Real Estate person. If you bring it up at the meetings, people will be able to respond. I agree with Lesley – It should be both fall and spring.
- LM added: here are the highlights and here are some suggestions... here are some things like hashtags and things that we will be engaging in. Give the businesses suggestions and recommendations of where the tourism office will go... this is for sharing.
- RM stated that a simple one pager would be great. Results from Business survey, Visitor survey, Bellweather, Facebook and Spark.

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

- SA – Thank you for having the discussion on Hall Park so I will have info to bring to them. When we went over the list on the digital ads – we have a lot of events in the Town and we give out money to events – other than carnival I think we need representation of events. There are creative people out there and we should use the photos from them
- DB – thank you and I am happy to be on the board
- AS – Welcome David! I ask the staff to really push the Boards feelings and it makes me sad about Ptown 400. I want to see enthusiasm.
- RM – We do not have a charge from the Select Board to move Ptown 400. Tourism staff is not on that committee.
- JG – Welcome David! It's a critical point for the Board. Talking about how we want the Board to move forward... I think I have an unusual perspective because I am on the working group for the website. It boils down to stakeholder engagement. It seems that stakeholder engagement is an afterthought. And they don't bring stakeholders to the table at the beginning. Let's get everyone to the table where everyone is comfortable. 2020 is a great example. The Town in theory, is supposed to be sponsoring it. My family in Boston has heard nothing about it. Has the discussion been started? A few people have made decisions and I feel like everyone has not been to the table. Now the train is leaving the station... we need to talk to the business owners.
- AF – about 400 – From this seat, we include it in the advertorials and advertising. We want to keep including it and making it part of the storytelling.
- RM – I believe the PR firm has included the 400 as well. It's my opinion that we should let the professionals do what they need to do. Let's try to do the best we can. I think they agree with us. There are things the staff can and cannot do. We need to salvage what we can. We have a new Board at the PBG and Radu is new at the Chamber it is a good time for us to get together with them.
- NC stated that the Judge Welsh Room is not available June 18<sup>th</sup>.
- JG asked that everyone gets copies of all press releases as they are issued.

**Motion to Adjourn at 4:14**

Motion: LM                      Second: AS                      Motion Approved 6-0-0

Respectfully Submitted,

Nina Cantor  
Assistant Director of Tourism