



**Town of Provincetown
The Visitor Services Board
May 20, 2019, 3:00 p.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA**

Attending – Rick Murray, Chair; Lesley Marchessault, Vice Chair; Regina Cassidy, At Large; Jay Gurewitsch, At Large; Susan Avellar, At Large; Andrea Sawyer, At Large; David Burbank, At Large (Excused himself at 4:30)

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

Minutes:

1. Public Statements

Robert Sanborn, Interim Executive Director, Provincetown Business Guild (PBG)

- We are off to a good start for Pride and are anticipating a big crowd since we were rated # 1.
- There will be activities related to the 50th anniversary of Stonewall. There are 18 posters around Town which you can see via map.
- Tito's is sponsoring Pride and businesses are offering a specialty drink and they will donate up to \$2 for every drink sold. This is ongoing between Pride and Carnival. They are hoping to raise up to \$25,000 and will divide it among 3 nonprofits.
- Cass Benson is coordinating with Chamber and Portuguese Festival to see if there is a way to get coordinate flags for the summer.

2. FY20 Strategic Plan – Nadine Licostie, Red Thread Productions

- NL started with the Executive Summary and compared the growth from FY17. Red Thread monitors what is being done to see if the right goals and agenda are on target. The strategy is based on data and current Visitor information is collected from the Visitors Survey. This year's recommendations are similar but more fine-tuned. Segmentation is still similar to last year.

Majority of current visitors are travelling to Provincetown from:

- Massachusetts
- New York Tri-State, NJ, CT
- Recommendation: Saturate these markets and promote early and late season
- During high season there are growth opportunities in these areas:
 - Fort Lauderdale
 - San Francisco
 - Palm Springs
 - Los Angeles
 - International: Canada, Germany, Netherlands, UK, Italy, China

Psychographic –Activities and Interests

- Travel
- Fine art
- Entertainment/Nightlife
- Culinary
- History/Heritage
- Pet owners
- Nature
- Fitness
- LGBTQ+ culture
- Personality, Attitude
- Progressive/liberal causes

Behavioral

- Seeking consistent experience; Provincetown visitors are repeat customers and are extremely loyal
- Current visitors do not need to be sold on the value of Provincetown but will react if expectations are not met
- Visitors will freely share their experiences through social media, review sites, and word of mouth
- Seasonal events and special occasions are primary reasons for travel

Opportunity

- Lowered income and age and added the allies

Strategic placement

- Looking to provide material that engages the visitor. Consistent with the tag line of You Belong Here. Try to be diverse with communications and platforms. Strategic messaging falls across different categories.
- The budget is divided up with over 50% in a digital approach. We still have a print category and radio is 20% and outdoor. We will continue with organic social media. The budget also includes print collateral and the trade show.
- A new approach is Intersection in NYC. It is a pilot program and our ads would be on the kiosks in key areas that offer free Wi-Fi. NY is a global area so it is a good location. We are learning more about it.

Questions from the VSB

- SA asked if the outdoor kiosk Intersection could promote 2020 and if it would be a wider view or segmented to just weddings. NL – it's open for discussion. This is a limited time and should be used as an awareness project. Many will know very little about Provincetown. The 2020 campaign takes more time to explain and can't be instant... it has to tell a story. Billboards should be provocative and tells the story very fast. Weddings do a few things. It establishes Provincetown. We will be targeting LGBTQ.
- DB – Have you focused on the winter timeframe? There is not much here for January, February and March. NL – We are marketing all year long. We look at the 2-hour drive market for that time of year. January gets covered in First Light. In terms of storytelling we try to craft it within the 2 hour drive time. March is great for spring break and we have worked with CapeCod.com.
- DB – Can we work with the Chamber and promote how many places are open? NL – yes.
- AS – Do we promote on local and regional radio stations? AF – We promote to Cape Cod, Bristol and Plymouth. We are streaming in Boston & New York. The ads are 30 seconds long. Regionally, we promote all the events and what's happening. Streaming we promote to plan your fall visit now. We know who listens to it.
- JG – Trip advisor, yelp – have we done it? - NL There are recommendations but not necessarily activated.
- JG – there is a lot of international travelers now... NL – we need to pinpoint where and what do we have to offer during each season. It's anecdotal at this point but we need more info. We have some measurements and we can do more. JG asked if we still have money left over from last year's survey.
- RM asked what the best bang was for the buck. NL – we haven't done a comparison or analytics. We did look at social media and display ads and measure them. We used a cost per click. And you will see it will say top and bottom 3 but they all performed really well. There were very few duds – if any.
- RM – there are so many different opinions for each of the Board members and what they represent and they should bring them to the forefront. We want lodging in there and not use the same image of the drag queens and we should be marketing the year-rounders. Some are fun and colorful but we need to push lodging. Do something more fun with the lodging. Show the eclectic groups. NL - We added 3 inn ads. We try to have a consistent look.
- JG – Thank you for making it consistent. It makes sense... we have established a brand. Will the stock photos be used less? NL – yes, as we build our library. JG – none of the photos include children and I understand it is hard because of parental permission. NL – When we did the photo shoot in FY17 there were kids. This next shoot will be Pride, Women of Color, the Encaustic Conference and the Rowing Regatta. The photographer and a producer, production assistant, will work with the PBG and others directly prior to the event.

- RM asked if the photo shoot is already in the budget. AF – yes
- DB mentioned that CabaretFest is at 4 different locations. NL – we will do as much as we can.
- LM suggested that there is an opportunity to showcase galleries and how to showcase demonstrations not just the panels.
- RM – Board members are involved with a lot of the activities that weekend. Let us know. And we can give you suggestions.
- LM – Daniel Holtzman of the Spark Group will be available in June to review the 2018 wrap up of the social media plan.

3. First Light Fireworks

A discussion was held about the First Light Fireworks.

- AF sent an email to the PBG, Chamber, DPW, Police Chief, Harbor Master and Fire Chief. Responses to date:
 - **DPW:** The fireworks company is not available to us on New Year’s Eve as that night is booked years in advance in most locations. Given that people will have to work on Monday and Tuesday I would think Saturday would be the best day.
 - **Police Chief:** If you want people in town to watch them (with a mid-week holiday) they should be either on Saturday December 28, 2019 or Sunday December 29, 2019.
Going with precedent over the past two years, the show would be Sunday December 29, 2019.
With the holidays situated the way they are on the calendar this year, it’s going to be in my opinion a hard sell...
 - **Harbor Master:** Saturday or Sunday

Discussion:

- RM – New Year’s Eve is on a Tuesday. Consensus of the board is to do fireworks. What does the VSB think about Sunday?
- DB – People are going to be here no matter what for the weekend. Maybe we should do a Monday so the inns and restaurants stay full.
- RM – we need to keep in line with the fire chief, police chief and DPW.
- AS – I agree with David. If we do it Sunday, people will leave. Why is it an issue with police and DPW?
- RM – maybe it’s a staffing issue?
- LM – prefers Sunday
- RC – I don’t agree with a five day trip. Our reservations are not booking up the straight 5 days. We have started a tradition here and so we need to keep it going.
- JG – We have done something right – let’s not end it. If we do them Sunday evening, they will stay. Or maybe will stay.

Motion: to recommended Sunday December 29th: Recommended motion to hold the fireworks on December 29, 2019.

SA: motion LM: 2nd All in Favor 7-0-0

4. Director’s Report

Budget recap

- AF reviewed the current and projected budget and will also do a report on the budget history.

Media Placement Creative Work & Activity

- **Digital Ads Report Update**
 - Red Thread has provided the 2018 digital ad report for all ads placed with results from April through December 2018 - Attached
 - Current January through June campaign is in play and will be updated with entertainment ads for the month of June
 - During fiscal year 2020 the digital ad space buy is planned in quarterly installments:
Jul, Aug, Sep \$13,000
Oct, Nov, Dec \$15,000

Jan, Feb, Mar \$41,840
Apr, May, Jun \$10,750

Recommended motion to authorize \$13,000 for fiscal year 2020 July, August, September digital advertising to be expended in fiscal year 2020

LM: motion AW: 2nd All in Favor 6-0-0

- JG – How was the decision made to break up the quarters? NL – we put together a worksheet with different allocations. And we play around with them a little. In fall, we promote winter. Winter we promote spring. We promote 2 months out.

Rollback of allocated funds unexpended creative Funds FY'18

Allocated up to \$70,000; expended \$67,930.92
\$2,069.08 remains unused

Recommended motion to authorize rolling back \$2,069.08 of FY'18 allocated and unexpended creative funds to Marketing Fund Account #1251

LM: motion JG: 2nd All in Favor 6-0-0

Digital Marketing Funds FY'18

Allocated up to \$75,000; Expended \$71,051.19
\$3,948.81 remains unused

Recommended motion to authorize rolling back \$3,948.81 of allocated and unexpended digital media space buy to Marketing Fund Account #1251

JG: motion LM: 2nd All in Favor 6-0-0

RM – Perhaps the Film Festival can share photos and releases. SA agreed. NL – We will ask them and we need releases. And staff too.

Broadway World

- Reviewing 4 proposals from \$2,500 to \$10,000
- Sponsored content, eblasts and digital impressions
- Publish during first week in June leading up to Tony Awards
- Ads will continue through the month of June

Recommended motion to authorize \$2,500 for Broadway World

JG: motion LM: 2nd All in Favor 6-0-0

American Art Collector

- Cape and the Islands Issue
- Sponsored Content
- Print Magazine
- Digital flip-through magazine
- Post story to social media platforms and boost
- Full Page ad
- Destination Listing

Recommended motion to authorize \$3,400 for American Art Collector

LM: motion JG: 2nd All in Favor 6-0-0

Pride Media

- Out, Advocate and Autostraddle
 - Sponsored content in Autostraddle
 - Women's Culture story
 - Proposal negotiation pending
- Autostraddle was started by young millennials and Pride media bought them. Young demographic for women.
- RC – We should try to work something out with them since it's a younger demographic and it is progressing every year now that Pride media NL- We are working on Women's advertorial.
- AF – we will have more info by next meeting.

Travels of Adam

- AF - Adam Groffman is a freelance writer, marketer and travel blogger based in New York. He covers city trips around the world, expat life, LGBT issue, festivals and nightlife and is included in many online publications. The spark group put him on the list as an influencer. I saw him again at the expo and provided a proposal.
- RM urged the Board to jump on this now. NL thinks it's a good investment

JG – Motion AS 2nd

Discussion

- AS – the website has two different entities? Are they separate? Is he doing two blogs or one to the two different audiences? NL – it's one office... it's a cross over. Jay – It's no longer separate categories. Everything speaks to a larger range of interests. It's a great opportunity to push this in town.
- AS – I like the idea

Recommended motion to authorize \$3,400 for American Art Collector

JG: motion

AS: 2nd

All in Favor 6-0-0

Journalists

- Mail was just here –Marsha Lederman came to cover Broto and write a story about ART. The lead was brought to the Tourism Department and we found her a place to stay. Marsha spent time with Christine McCarthy and Jim Bakker, stayed at AWOL, covered the conference and is also is going to write a 2nd story about Provincetown. Mail is the largest paper in Canada. Most of what she does is observational, not interviews.
- Editor of Boston Globe asked Pamela Wright will do a story on Art (May 22-23). And she made arrangements with PAAM and gallery owners. The Globe is the 25th most read paper in the United States with a weekly circulation of 1,833,935 and is published seven days a week.

Tourism Administration

Website

- Monday May 6 began the first of eight 2-week creative sprints.
- The website committee will meet with Bellweather following each creative sprint. As the creative sprints develop there will be stops scheduled for additional stakeholder screen share feedback meetings

Brochure Distribution - New England Tourism Center

- The Center is in Toronto Canada
- Sent 15 cartons of Provincetown collateral
 - Provincetown 2019 Calendar of Events brochure
 - Provincetown Chamber of Commerce 2019 Visitor Guide
 - Provincetown 2019 Ultimate Summer LGBTQ Guide

Costs are:

Single Brochure Slot \$300 annually

Double Brochure Slot \$550 annually

Recommended motion to authorize \$300 for the Massachusetts Tourist Information Center

RC: motion JG: 2nd All in Favor 6-0-0

Calendar of Events - Second Printing

- Qty: 2,500 @ \$1,200 5,000 @ \$2,450 10,000 @ \$3,300
- Print 10,000 units for distribution

Recommended motion to authorize \$3,300 for Sunderland Printing

AS: motion JG: 2nd All in Favor 6-0-0

Photo Shoot

- Red Thread is scheduling a photo shoot for 3 days - May 31st – June 2nd
- Cost \$14,770
 - Talent (model fees) up to \$2,000
 - Total expenditure up to \$16,770
 - 60 images at \$280 each
- Expenditure will come out of the FY'19 creative budget of \$70,000

Deed of Hall Park

- AF sent the deed to the park to everyone.
- SA – we haven't had a steering committee meeting yet. Not sure when we will have our first meeting and we are looking for ideas and recommendations.
- RM suggested DPW put more barrels at the park. JG stated that the recycle committee already requested it to DPW

First Light

RM asked if AF gave Bob Sanborn of the PBG the strategy for First Light. AF – it's broken up in different avenues. We will sit down very soon.

SA asked if progress has been made about the flags.

RM suggested meeting with Tony and Nina about the Flags so maybe we can have something for the PBG/Chamber meeting.

Administration

AF was not able to attend the Boston Spirit networking night. Rick Murray and Paul Nesbit attended and represented Provincetown.

RG made a motion to reimburse RM for expenses to attend the Boston Spirit Conference up to \$1,000.

RG: motion LM: 2nd All in Favor 6-0-1 abstain

Board Statements

- AS – excellent Meeting
- SA – Thank you to Red Thread, I understood the report
- RC – TY to Nadine and Bob
- JG – Globe and Mail Reporter Marsha Lederman - She was in tears when she left because she has such a great time, she didn't want to leave.
- LM – good meeting; congrats BS on a good weekend.
- RM – RC and AS will re-apply to the VSB and LM will let us know.

Times for meetings

- RM - 4pm instead of 3pm for July and August
- SA - It doesn't affect anyone else... I won't leave anyone on the water until after 4... and I will still be late.

- Can we shift them?
- RM – June 3rd is the next meeting and July 8th and August 12th
- RM – there has been discussion about who is going to be the chair. Let's talk in June. And I would rather discuss that decision in public.

April 22, 2019 Minutes

- SA – Dennis Minsky change the spelling of his last name.; Check the park times – Midnight to 6am – change the times
- JG - Change “all” to most regarding to for stock photos (Page 2); Add the word advertising, to the sentence “drowning” in advertising by 2020. (Page 2)
- RC – Can we send staff corrections via email? NC – Yes, for typos.

Motion to adjourn at 4:55 pm

Motion: LM 2nd: RC All in favor: 6-0-0

Respectfully Submitted,

Nina Cantor
Assistant Director of Tourism