

# Meeting Agenda (REVISED 8/2/19)

The Visitor Services Board will hold a meeting on **Monday, August 5, 2019 at 4:00 PM to 6:00 PM** at Town Hall, Judge Welsh Room, and 260 Commercial Street, Provincetown, MA.

## Agenda:

1. Public Statements
2. Provincetown 400 Marketing Grant update
3. Tourism Grants Review
  - a. Grant Criterion
  - b. Application Process
  - c. Evaluation Process
4. Discussion of photo shoot images from Pride, Women of Color, Rowing Regatta, Encaustics Conference, Portuguese Festival
5. Discussion of Local Option Room Tax Revenue
  - a. Licensed Accommodations Trend
  - b. Short Term Rental Tax Collected potential
  - c. History of Tourism Fund
6. 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>
Digital Advertising	Oct, Nov, Dec	\$15,000
Pride Media/Advocate	Sponsored Content	\$10,000

<u>Organization/ Project</u>	<u>Purpose</u>	<u>Up To/Amount</u>
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7. Board Members' Statements—comments from Board members. Discussion dependent. Motions may be made. Votes may be taken.
8. Approval of July 8, 2019 Meeting Minutes. Motions may be made. Votes may be taken.