

# Meeting Agenda

The Visitor Services Board will hold a meeting on **Wednesday, September 18, 2019 at 3:00 PM to 5:00 PM** at Office of Tourism, 330 Commercial Street, Provincetown, MA.

## Agenda:

1. Public Statements – 5 minutes maximum. Board members are not obligated to respond to public statements.
2. Tourism Grants review and discussion - Discussion dependent. Motions may be made. Votes may be taken.
  - a. Evaluation Process
3. New York Times Travel Show
4. Discussion of Five-Year Plan 2021
5. Scope of Work (SOW) PR and Communications, Creative Design, Digital Media Contractor - Discussion dependent. Motions may be made. Votes may be taken.
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>
Boston Spirit Magazine	Print ads	\$6,100
Cape Cod Travel Guide	Print ad	\$3,780
Destinations Magazine (Trade)	Print ad	\$2,450
East Coast Traveler	Print ad and media distribution	\$2,280
American Art Collector	Print ad and advertorial	\$2,600
<b>Sub Total</b>	<b>FY'20 Print Buy</b>	<b>\$17,210</b>
Community Marketing & Insights Conference		\$2,000
International Media Marketplace Travel Editor & Journalists		\$3,700

<u>Organization/ Project</u>	<u>Purpose</u>	<u>Up To/Amount</u>
KenMark	Copy Machine 4 yr. contract	9,940.60

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