

Meeting Agenda (REVISED)

The Visitor Services Board will hold a meeting on **Monday, November 18, 2019 at 3:00 PM to 5:00 PM** at Town Hall, Judge Welsh Room, 260 Commercial Street, Provincetown, MA.

Agenda:

1. Public Statements – 5 minutes maximum. Board members are not obligated to respond to public statements.
2. FY21 Budget Discussion
3. 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.
4. Board Members' Statements—comments from Board members. 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>
Pride Media – Advocate.com	Sponsored Content	\$7,500
AskTell Media - Towleroad.com	Sponsored Content	\$4,000
Yankee Magazine – NewEngland.com	Sponsored Content	\$3,800
Wisdom Digital Media – BroadwayWorld.com	Sponsored Content	<u>\$2,500</u>
Total Online Publishers		\$17,800
Digital Media Buy	Jan, Feb, Mar Campaign	\$45,000

Tourism Administration:

<u>Organization/ Project</u>	<u>Purpose</u>	<u>Up To/Amount</u>
American Bus Association	Membership Dues 2020	\$620
Calendar Brochure	First Printing	\$3,000

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