



**Town of Provincetown
The Visitor Services Board
MEETING MINUTES – September 18, 2019, 3:00 p.m.
Office of Tourism
330 Commercial Street, Provincetown, MA**

The Visitor Services Board: Jay Gurewitsch, Chair; David Burbank, At Large; Susan Avellar, At Large; Andrea Sawyer, At Large; Rick Murray, At Large; David Wilson, At Large

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

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

RC excused early departure at 4:43

Minutes

1. Public Statements

Robert Sanborn, Executive Director, Provincetown Business Guild

- Reported the PBG had nearly 50 million digital impressions for Carnival and 150 million for Pride. The Return on Investment (ROI) of the grants is significant. Noted the VSB is approving print ads and the amount being paid for the print ads are the same for the grants we received.
- NYT Travel Show – There is a LGBTQ area and there has been outreach about participating in that portion of the show. RS spoke with AF and NC and the PBG Board, and they feel there was value added in this portion of the show. The PBG Board asked the VSB consider paying the \$1600 registration fee.
- Flags – Two years ago, there was \$6,000 set aside for flags and my understanding is that I don't need to come back for approval to move forward. RS showed the sample graphic. The PBG would like to move forward in order to get the flags before off season begins. This will achieve its purpose and should last 2-3 seasons.

Theresa Parker, Publisher, The Independent Press

- We plan to be weekly starting October 10th. As we billed our web presence we will like to connect with the VSB regarding maps.
- We are hoping to be the Paper of Record and we are looking to the business community for support. We are interested having the Town work with us for public notices. JG informed her that we are a Town Department and advertising goes through the Admin of the Town.
- Our idea is to develop a locally owned small business where the community supports the paper. We are a Massachusetts Public Benefit Corporation so we are required to have more transparency. If we get well funded enough to make it, we would re-invest the funds back into the community.

2. Tourism Grants review and discussion - Discussion dependent. Motions may be made. Votes may be taken.

a. Evaluation Process

- JG stated he is recommending that when the VSB begins the evaluation process with the applicants that have higher percentage scores. There should be a policy of when scores/evaluations need to be submitted and if you don't submit the evaluations, you can attend but not vote.
- RM and SA request the statement from DG be in writing reiterating that if a Board Member does not evaluate an application, they can't vote.



Motion that Visitors Service Board members who do not complete the evaluation process may participate in grant discussions but not participate in the voting process

Discussion was held regarding the online evaluating process and it was decided to table the motion until the next meeting.

Motion: JG 2nd: DW Vote: Tabled until next VSB meeting

3. New York Times Travel Show

- AF stated the Tourism Department is going to be working on the show for January.
- The booth is now next to the LGBTQ section and the department is updating the rollups with new photography; the slide show will be updated.
- RM asked if materials can be received in advance (by October)
- JG – requested the VSB send AF an email regarding video footage and for AF to send an email out to all of the grantees

JG made a Motion to authorize \$1600 for the PBG to attend the NYT Travel show

Motion: JG 2nd: RM Vote: 7-0-0

4. 5 Year Plan 2021

- AF discussed how the plan will be built for FY21. A 10 year history is provided. AF created a Straw Man budget for review
- JG stated that we are hoping to see more funds coming in through the rental tax. People who are not accustomed to registering will fall through the cracks the first year. There will be discussion on how those funds will be spent by the SB. There was a public forum by the finance meeting on 8/21 about what to do with surplus. It was a moot point since it wasn't law yet. The VSB's budget is from 35% room tax.
- AF shared the history of the room tax.
- Jay assumes they will reduce the percentage.
- RM stated that the Tourism Budget should be tripled.
- AF stated that the VSB will go before the select board in November to discuss their intension
- RC asked if it make sense to just try and get the higher percentage. We gave up 10% and we want it back.
- RM – we should be investing in things we can see an ROI... Maybe cut back on print and radio.

5. Scope of Work (SOW) PR and Communications, Creative Design, Digital Media Contractor - Discussion dependent. Motions may be made. Votes may be taken.

- The Tourism Department prepared SOW description for communications, creative and digital media
- The Tourism Department met with Acting Town Manager David Gardner and reviewed the SOW and bid process for each vendor



Recommended motion to approve the scope of work for PR and Communications; Creative Design and Digital Media Contractors

Motion: RM 2nd: SA Vote: 7-0-0

RC excused early departure at 4:43

6. Director's Department Report

• **Print Media Fiscal Year 2020 Schedule**

There are five print publications on the media calendar for fiscal year 2020. Provincetown has a history with these publications, and the VSB has voted to participate to be sure Provincetown has a presence.

The ads are strategically placed in annual publications and themed bimonthly issues

- Boston Spirit Magazine
- Cape Cod Travel Guide
- Destinations Magazine
- New England Traveler
- American Art Collector

Recommended motion to authorize \$17,210 for fiscal year 2020 print media as listed in the September 18, 2019 VSB meeting agenda

Motion: DW 2nd: DB Vote: 6-0-0

• **Digital Sponsored Content**

- The media calendar for fiscal year 2020 is still being developed
- The following digital magazine vehicles are being considered:
 - Pride Media February travel issue
 - NewEngland.com – Yankee Magazine
 - Towleroad.com
 - Broadway World
- The following business segment opportunities are pending and outstanding:
 - Arts
 - International Travel
 - History & Heritage

• **Community Marketing & Insights (CMI) Staff Attendance**

Recommended a Motion to authorize \$780.00 plus travel for Community Marketing & Insights

Discussion was held on whether to include the travel costs within the Motion as opposed to “plus” travel.

Recommended a Motion to authorize \$780.00 plus travel for Community Marketing & Insights

Motion: JG 2nd: AS Vote: 6-0-1 (Susan Avellar opposed)



- **IMM (International Media Market Place)**

- January 23, 2020 at Javits Center; New York Times Travel Show is January 24, 25 & 26 at the Javits Center
- One delegate exhibitor registration with 24 guaranteed appointments \$2,050
- Second delegate registration with 24 additional unique appointments \$1,650

Discussion on where the funding will come from since the show was not in the initial marketing plan. AF stated that there is money in the fund to cover the expense of the show.

Recommended motion to authorize \$3,750 for TravMedia's IMM

Motion: JG 2nd: RM Vote: 6-0-0

- **KenMark**

- Tourism Department copy machine has become obsolete and no longer repairable
- The equipment was owned without a service contract and repaired as needed
- A four-year lease with a maintenance contract for a new machine will cost \$172.20, \$400.00 annual contract and a \$75.00 set-up fee

Recommended motion to authorize 9,940.60 for four-year contract with KenMark

Motion: RM 2nd: SA Vote: 6-0-0

- **Provincetown 400**

- Submitted marketing invoices totaling \$56,418.81 for reimbursement
- Balance available from the \$75,000 marketing grant is \$6,735.19
- PMPM has published a Provincetown 400 Calendar of Events rack card for distribution

- **Tourism Website**

- Bellweather has moved the soft launch of the website to end of October
- The month extended maintenance will now be through the end of January
- Bellweather will be transferring landing page content from existing website and making edits as directed
- Bellweather will write 150 to 300 words of copy for all the new landing pages
- Bellweather will be perform user testing and Bellweather will react to responses meeting website needs
- A virtual stakeholder meeting will be scheduled to provide local feedback to Bellweather and the committee

- **Water Usage July and August**

- July water billed was up 1,706 million gallons +5.7%
- August water billed was up 3,605 million gallons +12%



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- Carnival Week water pumped (7 days from Sunday to Saturday)
 - 2019 = 9.25 million gallons
 - 2018 = 7.85 million gallons
 - Up 1.4 million gallons = +17.8%
- Water gallons pumped shown on chart
- Billable Gallons by Month graph shows August water usage the highest in three years

Point of Order

- RS asked the flag design be approved
- AS asked if the colors could be brightened.

Board Member Statements

SA – Thank you RS for getting the flag job done

RM – thank for all RS work and we are moving in the right direction and I hope we can meet with the Select Board

AS – this was an interesting meeting and was positive. There was nothing particular but it flowed well and we got a lot accomplished.

JG – I can't begin to describe how well the PBG is functioning. Thank you RS. It came at a wonderful time. I hope all the efforts of PBG/Provincetown Chamber and tourism will happen tighter and better.

DW – None

DB – None

Motion to adjourn at 5:37

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

Respectfully submitted,

Nina Cantor

Assistant Director of Tourism