



Town of Provincetown  
The Visitor Services Board  
January 6, 2020, 3:00 p.m.  
Town Hall, Judge Welsh Room  
260 Commercial Street, Provincetown, MA

**The Visitor Services Board:** 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

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

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

### 1. Public Statements

#### Radu Luca, Executive Director, Provincetown Chamber of Commerce

- Thank you to all our partners for First Light
- Thank you Arcadia and Somerset Inn for putting a list of things that are open in Provincetown for the winter.
- We lost Napi this Christmas and want to extend my condolences on behalf of the Chamber

### 2. Grant Presentations

#### Christine Walker, executive director/CEO, The Provincetown Society

- CW is stepping down on February 1, 2020 and my successor is a marketing professional
- We have two applications submitted for grants. The Provincetown Film Festival has 10,000 to 12,000 attendees.
- 2021 is its 23rd year
- CW reviewed the festival's mission and goals

#### Coastal Rowing Regatta

- NC stated that John Rhee was unable to attend but shared that the Youth Olympic Games in 2022 will include coastal rowing. According to the IOC and FISA that Coastal will be an exhibition sport in 2024 in France and a full Olympic sport in 2028 in LA.

#### Susan Peters – Outer Cape Chorale - Susan Peters, Board Treasurer and Jeff Tagen, Board President

- JT reviewed when concerts are happening and over weekends that are often lull - spring and winter
- Concerts are free
- There will be a 2020 tie-in for the 400
- Trying to grow their marketing
- The Choral has 110-150 singers

#### Fred Latasa, Provincetown Business Guild, President, Board of Trustees

- There is a new energy on the Board
- Applying for five grants
- Shared the economic benefit if PBG marketing
  - 259 million impressions in 2019
  - Delivered internationally
  - All earned media
  - Marketing to under 21 through target marketing

#### Morgan Peters – Song Keepers and fiscal sponsors for Oversoul Theater Collective

- Oversoul Theater Collective is a 27-year-old black and native American performing arts and media organization that started in Mashpee, MA.
- In 1924, poet and educator and national president of the NAACP, Weldon Johnson, who was a close friend of Eugene O'Neil declared that Provincetown would be a wonderful opportunity for black poets, musicians and



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artists to grow. Ironically, the first time a black organization made a musical presentation (performance) was in 2019 in the basement of the Governor Bradford every Saturday night with the Soul Sessions.

- Oversoul Theater Collective has a specialty in experiential theater. The audience interacts with the actors while the band is playing on stage.
- The Soul Sessions grew out of that piece and the other piece is the band the Groovalottos, a street performance group during the summer up and down Commercial Street and settled in Lopes Square as their main performance space.
- In 2017, the album Ask Your Mama was released and gained four Grammy nominations.
- We also found that our best marketing was online through Social Media and at the end of July, beginning of August we became a destination event.
- This year we want to expand on our marketing with social media. We have 15 and 30-second video clips from an event we ran on social media and through particular websites targeting NYC, Philadelphia and Atlanta as well as Event Brite. We are also creating an album that will be promoted through Spotify and YouTube which will encourage people to come hear us in Provincetown. We will also be included in The Chart newsletter which will be distributed through the south and the Cape.
- JG – Where are the video clips? MP – on YouTube. JG – we would like to include the videos on our website.
- RC – how was the turnout at the Governor Bradford? MP – it started slow but I think we started too early in the season. May was too early. We now want to start in June because it's Pride and Black Music Month. Capacity is about 100 people and you can still dance.
- DW – you spoke about black and native communities and with the 400, how are you connected to what is going on? MP – I'm a Mashpee Wampanoag. And I believe you are working with the Smoke Signals? This event doesn't relate to the 400 except that we are looking to the contemporary side.

#### **Don Murphy, Provincetown Portuguese Festival**

- (Susan Avellar recused herself)
- DM shared the mission of the Festival
- Started in 1947 and will be the 75th event
- It is Provincetown's largest event – four days

#### **Jill Stauffer – Executive Director of Provincetown Commons**

- Shared mission statement
- New this year and first time applying
- Just finishing the 1st year
- Has new board member who specialized in marketing

#### **Rick Ahlberg – Operator Pedal Ptown Bike Tours**

- A one-man bike tour operation that offers private bike tours
- Provincetown is not known as a bike destination. People who ride the rail trail go to Wellfleet and don't go any further.
- Would use marketing funds to promote Provincetown as Cape Cod's bike destination.
- We have 10,000 people who come here on charity rides. But the casual bike tourist who is looking for an adventure doesn't really know Provincetown has bicycle amenities.
- Bike tourism has been growing dramatically throughout the US.
- Demographics are income over \$75,000; Over 50 years old; College educated.
- Provincetown has received awards as being bike friendly.



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3. Ethics Commission Report - JG

- Summary of conflict of Interest Law for Municipal Employees
- The VSB is required to read, sign and submit the Conflict of Interest summary and submit it to the Town Clerk
- Every 2 years VSB members are required to take the Ethics class

**Motion that the Summary of Conflict of Interest Law for municipal employees will be distributed annually to all members of the Visitors Service Board, which they will sign and submit to the Town Clerk.**

JG: motion

SA – 2nd

Vote: 7-0-0 via Roll Call

4. Tourism Department Report

- Droning Provincetown
  - We received a proposal from Droning Provincetown. Have not reviewed it but did have a conversation that he wants to ensure how the video will be used within the proposal.
- iHeart Radio
  - Targeted to Albany, NY, Chicago, Washington DC, Grand Rapids, MI, Philadelphia, PA, New York City, NYC
  - (Classic Rock, Country, NewsTalk, Soft Rock, Top 40 Pop)
  - Campaign runs from February 3-March 29, 2020 – Make your plans for 2020
  - May have to delete two states due to budget
  - Program total: 1,562,500 impressions-\$25,000
- JG asked if there will be two states deleted due to budget constraints and does Albany cover Rochester? AF – Yes we will delete two states once we receive information and no, the campaign covers the Albany Capital District
- Tourism Website
  - NC – gave the updates to the website.
  - Has been receiving feedback with suggested updates and will be reviewing all suggestions with Bellweather
  - Soft Launch was Tuesday November 19, 2019
  - Content being reviewed and edited
  - Been reviewing photos as well
  - Please review the site and send all updates/edits/comments to Nina
  - Launch Mid-February
- FY21 Grant Updates
  - Reminded that the VSB members have 20 days to finalize evaluations
  - Deadline for Evaluations: January 27, 2020
- New York Times Travel Show
  - Tourism Office attends 1/22-1/28
    - Display Mural
    - Rollups – have been updated and include new photography
    - Calendar – going to press today and looks great
      - JG asked if the Tourism Department is working on the 2021 calendar?



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- AF – we are updating the website to include the 2021 calendar
  - Video – Being produced by Red Thread. We have not seen samples yet.

VSF meeting schedule through end of May, 2020. All meetings are on Monday's from 3p.m. to 5 p.m.

January 20 – Office closed

February 13 – 9:30 to 4:30 grant review

February 17 – Office Closed

March 2

March 16

April 6

April 20

May 4

May 18

June 1

June 15

- Accommodations and Meal Tax Review
  - AF- we received the deposits from the department of Review from the 31<sup>st</sup> of December for accommodations and for meals.
  - There was a 16% increase for May/June/July. July included the short-term rentals.
  - August/September/October - Last year was \$1,380,400 and this year is 1,545,898 which is a 49% increase.
  - It is still going to take more time before we can really understand what the short term rentals really mean. The DofR will eventually supply the short-term rental income separately but for now it is included with the accommodations information.
  - Right now projections for the budget are flat. We don't know what will happen for the November/December/January deposit. The final deposit February/March/April which is received on June 30<sup>th</sup>. If the deposits remain flat, the total accommodations deposit will be \$2,882,271 which would be a 30% increase for the year.
  - JG – we were asking for a 16% increase in our budget and were told the funds would not be there but now we see a 30% increase and that is if everything is flat for the last two quarters. Next year's budget discussion should be very different. The Select Board stated that they would not discuss changing policies until a year's worth funds have been collected.
  - RM – this is why I thought it was important to push for the \$915,000 or \$925,000 because the money will be there. At a minimum it should be \$915,000 to \$925,000 every year.
  - JG – we should be expecting to ask for a lot more next year. The new Town Manager made a specific point on how she is looking forward to working with the VSB and Tourism Office.
  - AF – Year-to-Date deposits are up 32%. Meal tax first quarter deposits had a 7% increase. August/September/October there was a 5% increase. Year to date is a 6% increase in meals tax and if we are flat for the next two deposits we gave a 5% increase for the year.



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### Board member statements

SA – Napi and Helen have kept the restaurant open year round since its founding and should that should be acknowledge. I like the holiday flags. Fireworks at First Light were spectacular. Holly Folly and First Light had a very diverse group. When I think about Holly Folly and First Light, as I looked around and walked through the crowds I saw a diverse group and when we do advertising for that season, we don't forget the "S" in the alphabet.

AS – Happy about how many people were here in Town and participating all the way through Thanksgiving through first light. I participated in the Canteen Holiday market which was a hoot. I am impressed on how many people are partnering to make it happen. Add my sadness about Napi. Losing him is losing a large part of the Town history and fabric.

DB – I would like to express sadness about Napi and for Freddie. Locals and visitors alike new him well. I agree about the "S" in town. I saw Holly Folly and First Light on a billboard and it showed its diversity. We need more to do with Youth. Looking forward to 2020 and going through the grant application.

RC – Echoing Napi and Freddy and note Napi's wonderful staff. Personally, I had a difficult year and learned how difficult it is in this Town for people who are disabled. Thank the Provincetown Theater – they went above and beyond to accommodate along with Crown & Anchor and Pilgrim House. We should look at how visitors who come here can be included.

DW – I considered myself a visitor since 2005 and moved here 3 years ago and Napi's restaurant is where my husband and I would go every Friday Night. I am now a resident and I am celebrating diversity in every aspect. And we do need ramps to all can be included at all establishments. I am in a good place because people are being celebrated in life and death and that's a good place to be.

RM – asked AF if there is any way to help the PBG with painting the rainbow stripes on the crosswalks. We followed all procedures and have not received information back from our outreach. Why can we do this for the Portuguese Festival and not have the DPW paint four lines on crosswalks in Town versus subcontracting out to a private business that won't return our calls. Can you, the Chair or Vice-Chair see if you can help get this done?

JG – I'm happy to get in touch with RW of DPW to see I can help.

SA – The Portuguese Festival does not hire the anyone to paint the roosters. It's all done by volunteers.

AF – I will reach out to the staff tomorrow and I know there has been ongoing discussion.

JG – I have been a resident for five years now and there has always been accusations about "wash-a-shores." Napi hosted some of my solar meetings and he so easy to work with. All Napi wanted to know was "are you trying to help ptown? If so, I will help you. If not, you will not be able to move forward." It is a unique loss to ptown. I created a document of what is open and have been posting it. And I am doing the same with spas and galleries. And Dan Hoort from the Somerset Inn did a great job with restaurants for January. And anyone who wants welcome flags please reach out to the PBG.



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**Minutes**

SA – I did not receive the minutes due to an email issue. I have given NC and AF my email addresses

**Motion to Approve the October 7, 2019 VSB Minutes**

**Motion: JG                      Second: DW                      Approved: 6-1-0 (SA abstained)**

**Motion to Approve the October 30, 2019 VSB Minutes**

**Motion: JG                      Second: DW                      Approved: 6-1-0 (SA abstained)**

**Motion to adjourn at 5:07pm**

**Motion: DW                      Second: AS                      Motion Approved 6-1-0 (RM abstained)**

Respectfully submitted,

Nina Cantor  
Assistant Director of Tourism