



Town of Provincetown

The Visitor Services Board
December 16, 2019, 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; Andrea Sawyer, At Large; David Wilson, At Large

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

Absent (Excused) - Rick Murray, At Large; David Burbank, At Large

Minutes

1. Public Statements - None

2. Grant Presentations

Ian Edwards, Executive Director of Cape Cod Center for Sustainability (CCCS)

- CCCS is sponsoring three events
- Thank you to VSB for sponsoring us smaller nonprofits
- Broto – 4th annual conference
- Ted^xProvincetown – Expanding to a weekend experience as opposed to one day. Ted^x has published 18 videos with 164,000 views
- Millennium Camera – Partnering with The Pilgrim Monument and Provincetown Museum and artists. The project should be an international media campaign. It would be the largest regional lab working on pin camera and should create headlines around the world.
- RC asked how Broto has it expanded over the years
- IE – year over year we didn't grow in terms of attendance. In this third year we are trying to increase by 40% with more marketing and building a profile. We are starting to get more strategic partners. We want to do paid advertising.
- DW asked what are you thinking about expanding Ted^xProvincetown
- IE – we want to do lectures, an after and pre party along with fundraising, school assemblies

John Braden – Executive Director, WOMR

- Thank you for your support of the events we hold in the off season. We use the money to expand our advertising and last year we expanded our social media.

Dee Grace LaValle (She, her, hers), Executive Director of Fan Fair

- DGL has been involved in planning of the last 2 Festivals. We are targeting new audiences, as well as prior attendees. We will be celebrating the 400 through various events including using the Funicular. Trying to do a transgender arts festival in the fall with Berta Walker.
- Moving away from Fantasia Fair to Fan Fair - Transgender Week. Fantasia Fair is in its 46th year and is the longest running event in the world and in Town. It allows those to express themselves. Our marketing efforts were inhibited by the name Fantasia Fair - we are not a fantasy or fetish event. Trying to move forward as Transgender Week and it will be included in all our marketing. We are doing a direct mail campaign. Targeting local and cape media and transgender media. Will engage in social media groups and we use a local photographer. There has been an increase in our requests because of the new marketing.
- DW asked who will be your larger audience
- DGL - We want to have more trans men and trans of color. We are now a 501c3 now. We also want to lower our age group demographics.



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Jay Critchley, Provincetown Community Compact

- Thank you for supporting the swim for over 25 years and for the work in the community. We had challenges but at least every TV station in Boston came to Provincetown. This is our 32nd swim. And the national park denied our permit so we set up a shoreline swim which also had challenges. We were psyched, and then the tropical storm showed up. But despite not having a swim in the harbor, we did raise \$160,000. We also had a swim in Wellfleet in great pond. We had 50 swimmers there. We will not have the magic of swimming across the harbor right now but maybe someday. We may have to do another pond or two. We have a huge media presence, and a 6,000 database for eblast. Three-quarters of swimmers come from off cape. We help bring in year round funding to local nonprofits. We'll be out there in 2020.
- DW – will the swim happen?
- Jay – yes, just not across the harbor. Each route has its own issue and obstacles.

3. Rainbow Crosswalk During Pride

- AF – reviewed the update.
 - AF spoke with David Gardner about the process for the crosswalk and was advised of the following:
 - The PBG will need approval of the design and location of the crosswalk from the Select Board
 - If approved, the PBG will be able to proceed with the planning
 - The PBG will be responsible for hiring a contractor to paint the crosswalk
 - The PBG will be responsible for all costs of the project
 - This project is outside of the scope of the company contracted by the DPW. The crosswalk is subject to public safety guidelines and certain disciplines need to be observed. DPW will provide a list of the approved companies.
 - JG –The next step would be the PBG to take the reins. I would encourage the PBG to offer multiple options to the select board.

4. FY21 Budget Discussion

- On November 12, 2019 the BoS and VSB held a joint meeting to review the 2021-2025 Five-Year Plan
- The VSB recommended a 2021 budget of \$915,000
- The BoS took into consideration projections from the Finance Department and concerns from the Acting Town Manager
- The BoS motioned and voted for a budget of \$840,000 based on the Finance Department's projections
- The VSB reviewed the five accounts and motioned and vote on a budget of \$840,000
- AF – reviewed the 3 options of budgets. And did a strawman breakdown.
- RC asked if the \$70,000 for the airport security a one time. The BoS felt we shouldn't be paying for that. So we are going to approve both?
- JG – yes. With an \$840,000 budget we had to cut grants but we can put it back if we get approval get it back.

JG - Motion to recommend a budget of \$965,000 based on available tourism funds

Discussion:

- SA – Where is the extra money coming from?
- Jay – according to finance director... she removed the \$70,000 and \$52,000, the select board felt it should be given from elsewhere.

Motion to approve a recommend a budget of \$965,000 based on available tourism funds

JG: Motion

DW: 2nd

Vote: 5-0-0



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- RC – At our different budget meetings we had discussion regarding staff compensation because of added responsibilities and we are asking more of the staff. When we looked at where everyone else was being paid, the staff is on the low end. We have the funds in place to start immediately a change in salary. The funds are available.
- SA – can we do this?
- RC – yes. The compensation does not come out of general fund
- Regina – I would like us to vote

Motion to adjust the Director of Tourism to grade 11 step 7; and reclassify the Assistant Director to Deputy Director of Tourism at Grade 9, Step 8.

RC: Motion JG: 2nd Vote: 5-0-0

5. Tourism Department Report

- AF – reviewed the funds available and budgets
- DW asked about video production. AF stated that video was cost prohibitive with Red Thread so influencers created video. JG – we need new fresh video for the website and travel show.
- AF - Media placement – there was a motion for a winter holiday video to be produced with a \$1,200 motion. We need to increase to \$1,500 and he can do the video

Recommended motion to rescind November 18, 2019 motion to authorize \$1,200 for David Cox to produce a holiday video

RC: Motion AS: 2nd Vote: 5-0-0

Recommended motion to authorize \$1,500 for Droning Provincetown to produce a winter holiday video

RC: Motion AS: 2nd Vote: 5-0-0

- **Tourism Website**
 - Soft Launch was Tuesday November 19, 2019
 - Content being reviewed and edited
 - Send all updates/edits/comments to Nina
- **FY21 Grant Updates**
 - Deadline for applications was Monday December 2, 2019
 - Received 47 applications
 - **Deadline for Evaluations: January 27, 2020**
- **Massachusetts Cultural District Grant:**
 - The Massachusetts Cultural Council offered grants for up to \$5,000 to support the Massachusetts Cultural District program
 - Municipalities need to apply for the grants and the funds are sent to the municipality to be disbursed by the Town
 - The Provincetown Cultural Council is the authorizing fiscal body for the MCD grant funds
 - Grant application was submitted November 15, 2019 and was awarded the full \$5,000



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7. Board Statements

- SA – The information for the Holly Folly stroll was very popular. Provincetown is in the Boston Globe as a favorite destination.
- JG – Holly Folly was great despite the weather. As a retailer, it was so busy. Like July in a day. I appreciate the amazing efforts.
- AS – As a local person it was fun to get out and see the locals. The holiday market and was half town and half visitors

8. Approval of September 18, 2019 Minutes

Recommended motion to accept the September 1, 2019 Minutes with edit changes.

DW: Motion AS: 2nd Vote: 4-1-0 (SA abstain)

Motion to adjourn at 4:14

Motion: RC Second: AS Motion Approved 7-0-0

Respectfully submitted,

Nina Cantor
Assistant Director of Tourism