



Town of Provincetown
The Visitor Services Board
February 13, 2020, 9:30 a.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

Robin Craver, Town Manager

- RC stated that she is looking forward to working with everyone. The work of the VSB is important. Let me know how I can help
- JG stated that he wants to schedule a meeting with her

Lynette Molnar, Girl Power Productions/Provincetown for Women

LM is the promoter for Single Women's Weekend, Womxn of Color, Girl Splash and Women's Week

- Thanked the VSB for their continued support
- These events and Ptown have become more and more essential to our community. Our guests are expressing that more and more. We need the space we create here. There are so many people who express their gratitude or joy for this place.

2. First Light

- AF stated that there was discussion with Sherry and Police Chief.
- First light will be held from 12/30-1/3. Fireworks on the first and rain date on the 2nd.

Motion to recommend fireworks to be held on January 1, 2021 with a rain date on January 2, 2021

AS: Motion SA: 2nd Vote: 7-0-0 via Roll Call

3. Director's Report

Droning Provincetown

- VSB authorized \$1,500 for a Holiday/Winter video for promotional use
- Received Production Agreement for a 2 minute promotional video for Web/Broadcast use worldwide
- Agreement Terms Item 2 Ownership: *Except as otherwise provided herein, Producer owns all right, title and interest in and to all media(s) subject of the Agreement, including all copyrights therein as well as in and to all the exposed negatives, positives, out-_-Takes and clips. Producer grants Client a two-year worldwide, non-transferable license to the Specified Media(s).*
- AF asked how would the VSB like to proceed before committing to the two year limited ownership and use?

Discussion

- SA – what does specified media mean? AF – YouTube, website etc. Owner wants to be sure it's pushed out and maximized. SA - We need to see it – before the VSB votes on it.
- AS – We are all familiar with David's work. I have faith in his ability to represent the Town. I'm inclined to go with the \$1500.
- RM – Is the video done? What should be in the video? I don't like the process.
- AF – He has already posted holiday videos and he is going to use footage from that.



Town of Provincetown
The Visitor Services Board
February 13, 2020, 9:30 a.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA

- RG – I don't like the limitation and decisions but I am fine with the video
- SA – I have a problem with not seeing a mock-up. We need to be responsible with the money. Somewhere in the process the staff should see the process of the video.
- DW – I agree with what's all been said. Why can't we pay see it first before we pay the bill.
- JG – This process of getting it done is not good. I am not worried what it will look like. I just don't like the process. We need the video to publicize.
- RM – I will support the Chair and Vice Chair – The process can't happen again. We want people to live, move here and live in winter.

Motion to move forward with the Droning Provincetown winter video

JG: Motion

RM: 2nd

Vote: 7-0-0

iheart – Streaming

- Campaign will run February 17th – March 29th
- Four 30 second commercials will run in rotation
- Markets included are Albany, Chicago, Grand Rapids, New York City and Philadelphia
- (Classic Rock, Country, NewsTalk, Soft Rock, Top 40 Pop)
- Campaign will run from February 17-March 29, 2020 with a total: 1,475,000 impressions across
- Each listener will be served each commercial 3 times

Boston Spirit Magazine Executive Networking Night

- Annual event organized by David Zimmerman, Publisher
- LGBT corporate professionals from Greater Boston and beyond will gather at the Marriott Boston Copley Place Ballroom from 6 to 9 p.m. for an evening of networking and business conversation.
- Advertisers are invited to have a table to give out material and network with guests
- Scheduled for April 30th at Marriott Copley Place in Boston
- Keynote Speaker TBA
- Each year 1,500 men and women register to attend
- There is a \$15 admission fee at the door and proceeds go to Greater Boston LGBT organizations

Recommended motion to authorize up to \$750 to attend Boston Spirit Magazine Executive Networking Night April 30, 2020

SA – motion

2nd: RC

Vote: 7-0-0

AF – The Provincetown Chamber wants to attend and Bob Sanborn of the PBG will let us know is he is attending
RM – I will attend if Bob can't.

International Media Marketplace

- We were one of 1,425 exhibitors at the marketplace on January 23, 2020
- It was a single-day networking and relationship-building opportunity with media
- There were over 2,500 combined journalists, travel writers, bloggers, influencers, editors video, television and radio personalities



Town of Provincetown
The Visitor Services Board
February 13, 2020, 9:30 a.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA

- We had 48 unique appointments and made some promising leads for future media opportunities
- Many of the delegates we met with work for a fee, and some editors and journalists/travel writers work directly for publications and could provide earned media
- Updates from activities from these new relationships will be forthcoming
- JG requested regular reports on earned media. AF stated he was meeting with CBS on February 14th.

New York Times Travel Show

AF gave an overview of the NYTTS:

- Attendance over the three days of the show, including exhibitor exceeded 35,000
- There were 747 exhibitors from across the globe representing 176 countries
- This year we had a stronger Massachusetts presence
- Other MA exhibitor booths, Salem, Gloucester and Plimouth Plantation
- The LGBTQ Pavilion (ManAbout World sponsorship initiative) was 5,000 square feet this year and located directly behind the Provincetown booth
- Provincetown had a table in the LGBTQ Pavilion which was secured and paid for through the Tourism Fund

Recap and Review:

- Friday 1/24, 2020 Trade Day
 - We engaged with 41+ media and collected 108 leads
 - We met with LGBTQ, Food, Travel, Outdoor, Adventure, publishers, editors, journalists, travel writers, photographers, bloggers, influencers, tour guides, international and content marketers, photographers, vidiographers
- Saturday & Sunday 1/26 & 27, 2020 Consumer Days
 - We engaged with 1,155 consumers, plus an additional 20 children with adults
 - During the show 70 other exhibitors stopped by to talk about our destination
 - Many people were not familiar with Provincetown
 - Many people had heard of the town and had never visited
 - Many people had visited, but not for many years.
 - Some people mentioned visiting every year or every couple of years
- Top interest
 - Where is it – New map on floor and mural were helpful tools
 - Transportation – How to get there
 - Food culture
 - Drag
 - Entertainment
 - Activities
 - Off-Season
 - Sharks
- Total leads retrived: 1,350 verses 950 last year

Volunteer Staffing:

- Nina Cantor, Radu Luca, Jay Gurewitsch, Tony Fuccillo and Bob Sanborn, Stefanie Hake, Jay Gurewitsch, Nancy Medoff, Cathy Smith, Nadine Licostie



- **Tourism Website**

- Soft Launch was Tuesday November 19, 2019
- Content being reviewed and edited
- Send all updates/edits/comments to Nina
- Launch Mid-February

- **Provincetown 400 Exhibition - liberty, justice, and freedom of expression**

- In honor of Provincetown 400, the **Pilgrim Monument and Provincetown Museum (PMPM)** and the **Provincetown Art Association and Museum (PAAM)** have partnered to mount an exhibition that explores the themes connected to the quadricentennial commemoration
- This will be a PMPM and PAAM Members' Juried Exhibition on view at the Pilgrim Monument and Provincetown Museum East Gallery
June 1, 2020 - December 31, 2020

- **Town Meeting Warrant**

- The Select Board received the first draft of the April 6th Town Meeting warrant on Monday February 10th
- Articles are being finalized and published in the Thursday March 19th Provincetown Banner
- Boards and committees need to post any needed public hearings at least two weeks in advance
- Hearings should be scheduled between March 19th and 26th
- Note the March VSB Meeting Schedule needs to accommodate this

- **VSB meeting schedule through June 2020**

February 17 – Office Closed

February 24 – Joint Meeting with Select Board to present grants

The March meeting has been moved to March 25, 2021

- **Greater Boston Concierge Association**

- Annual Dues

Recommended motion to authorize \$400.00 for the Greater Boston Concierge Association

Motion: JG

SA: 2nd

Vote: 7-0-0

- **Rollback Unused FY 2019 Grant Funds**

Event	Awarded	Reimbursed	Remaining
Day of the Dead	\$1,700.00	\$1,683.78	\$16.22
Great Provincetown Schooner Regatta	\$9,500.00	\$4,277.49	\$5,222.51
Miss Gay USofA	\$3,000.00	\$2,765.35	\$234.65
Mr. New England Leather	\$3,000.00	\$2,776.88	\$223.12
Ptown Cares Women's Healthcare Benefit	\$500.00	\$0.00	\$500.00
WOMR Film Series	\$1,000.00	\$701.00	\$299.00
Worldfest	\$1,000.00	\$668.53	\$331.47
Provincetown 10K	\$500.00	\$0.00	\$500.00
Ptownie Open in Provincetown	\$1,500.00	\$0.00	\$1,500.00
Rollback			\$8,826.97



Town of Provincetown
The Visitor Services Board
February 13, 2020, 9:30 a.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA

Recommended motion to authorize the rollback of \$16.23 of unused Day of The Dead fiscal year 2019 marketing grant funds

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

Recommended motion to authorize the rollback of \$5,222.51 of unused Great Provincetown Schooner Regatta fiscal year 2019 marketing grant funds

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

Recommended motion to authorize the rollback of \$234.65 of unused Miss Gay USofA fiscal year 2019 marketing grant funds

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

Recommended motion to authorize the rollback of \$223.12 of unused Mr. New England Leather fiscal year 2019 marketing grant funds

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

Recommended motion to authorize the rollback of \$500.00 of unused Ptown Cares Women's Healthcare Benefit fiscal year 2019 marketing grant funds

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

Recommended motion to authorize the rollback \$299.00 of unused WOMR Film Series fiscal year 2019 marketing grant funds

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

Recommended motion to authorize the rollback \$331.47 of unused Worldfest fiscal year 2019 marketing grant funds

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

Recommended motion to authorize the rollback \$500.00 of unused Provincetown 10K fiscal year 2019 marketing grant funds

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

Recommended motion to authorize the rollback \$1,500 of unused Ptownie Open In Provincetown fiscal year 2019 marketing grant funds

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



Town of Provincetown
The Visitor Services Board
February 13, 2020, 9:30 a.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA

Break from 10am to 10:45 am

NC reported that the Judge Welsh room is available on March 25, 2020 from 2pm to 4pm

FY21 Tourism Fund Grant Recommendations

- NC distributed the evaluation grant summary worksheets report to each VSB member
- There are two separate worksheets but all the money comes out of one account
- This year we are utilizing the average score process
- Thank you for using the evaluation system
- NC explained the process of how the system came up with the average score and there will be 3 rounds if needed
- JG – This is where the “human element” comes in. It is not just a computer-generated process. If we were to take the averages and add them all up, we are 17.8% over our budget.
- NC – we do not need to adjust funds at the same percentage across the board.
- RM – The process has always been transparent. This is a new process but it has always been transparent and the process has always done in a public meeting.

Event Marketing Grants (lunch break from 12:35-1:05pm)

1. Provincetown International Film Festival: AWARD \$15,000
JG - motion to approve; DB 2nd the motion
Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW
2. Holly Folly 2020: AWARD \$7,000
JG - motion to approve; DB 2nd the motion
Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW
3. 2020 Provincetown Tennessee Williams Theater Festival: AWARD \$7,200
JG - motion to approve; DB 2nd the motion
Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW
4. First Light: AWARD \$9,000
JG - motion to approve; DB 2nd the motion
Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW
5. Carnival 2020: AWARD \$4,000
JG - motion to approve; DB 2nd the motion
Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW



**Town of Provincetown
The Visitor Services Board
February 13, 2020, 9:30 a.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA**

6. Twenty Summers 2021 Season: AWARD \$1,500
JG - motion to approve; DB 2nd the motion
Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW
7. Women's Week: AWARD \$8,750
JG - motion to approve; RM 2nd the motion
Motion passed, 5-0-2. JG, SA, RM, AS, DW abstained RC, DB
8. Womxn of Color Weekend 2020: AWARD \$5,000
JG - motion to approve; AS 2nd the motion
Motion passed, 5-0-2. JG, RC, DB, SA, RM, AS, DW abstained RM, DB
9. The Arrival, 1620; Mimi Gross exhibition installation at PAAM: AWARD \$3,000
JG - motion to approve; DB 2nd the motion
Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW
10. Provincetown PRIDE: AWARD \$10,000
JG - motion to approve; DB 2nd the motion
Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW
11. Provincetown Portuguese Festival: AWARD \$6,277
JG - motion to approve; DB 2nd the motion
Motion passed, 6-0-1. JG, RC, DB, RM, AS, DW abstained SA
12. Canteen Holiday Market: AWARD \$1,000
JG - motion to approve; DB 2nd the motion
Motion passed, 6-0-1. JG, RC, DB, SA, RM, DW abstained AS
13. Family Week: AWARD \$800
JG - motion to approve; DB 2nd the motion
Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW
14. Provincetown Swim for Life & Paddler Flotilla: AWARD \$1,000
JG - motion to approve; DB 2nd the motion
Motion passed, 6-0-1. JG, RC, DB, RM, AS, DW abstained SA
15. Single Women's Weekend: AWARD \$4,500
JG - motion to approve; DB 2nd the motion
Motion passed, 6-0-1. JG, RC, DB, SA, AS, DW abstained RM



**Town of Provincetown
The Visitor Services Board
February 13, 2020, 9:30 a.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA**

16. Afterglow – AWARD \$3,700
JG - motion to approve; DB 2nd the motion
Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW

17. Art Provincetown AWARD \$2,500
RC - motion to approve; DB 2nd the motion
Motion passed, 4-0-3. RC, DB, SA, RM abstained AS, DW, JG

18. Mr. New England Leather: AWARD \$2,300
JG - motion to approve; DB 2nd the motion
Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW

19. TEDxProvincetown 2020: AWARD \$2,300
RC - motion to approve; DB 2nd the motion
Motion passed, 6-0-1. RC, DB, SA, RM AS, DW, abstained JG

20. Great Music on Sundays @5: AWARD \$2,200
JG - motion to approve; DB 2nd the motion
Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW

21. GIRL SPLASH: AWARD \$5,500
JG - motion to approve; DB 2nd the motion
Motion passed, 6-0-1. JG, RC, DB, SA, AS, DW abstained RM

22. Mates Leather Weekend: AWARD \$3,000
JG - motion to approve; DB 2nd the motion
Motion passed, 6-0-1. JG, RC, DB, SA, AS, DW abstained RM

23. Fantasia Fair 2020 (Transgender Week): AWARD \$2,500
JG - motion to approve; RC 2nd the motion
Motion passed, 5-0-2. JG, RC, SA, AS, DW abstained RM, DB

24. 2020 Provincetown Book Festival: AWARD \$1,000
JG - motion to approve; DB 2nd the motion
Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW

25. Outer Cape Chorale Concerts: AWARD \$1,500
JG - motion to approve; DB 2nd the motion
Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW

26. Provincetown CabaretFest: AWARD \$2,500
JG - motion to approve; AS 2nd the motion
Motion passed, 6-0-1. JG, RC, RM, SA, AS, DW abstained DB



27. Broto: Art, Science & Collaboration 2021: AWARD \$2,000
RC - motion to approve; DB 2nd the motion
Motion passed, 6-0-1. RC, DB, RM, SA, AS, DW abstained JG
28. Provincetown Coastal Rowing Regatta and Beach Games: AWARD \$1,300
JG - motion to approve; RC 2nd the motion
Motion passed, 6-1-0. JG, RC, DB, SA, AS, DW opposed RM
29. 15th International Encaustic Conference: AWARD \$1,500
JG - motion to approve; RC 2nd the motion
Motion passed, 6-1-0. JG, RC, DB, SA, AS, DW opposed RM
30. IWFFA Ptown Classic Women's Flag Football Tournament: AWARD \$500
JG - motion to approve; RC 2nd the motion
Motion passed, 6-1-0. JG, RC, DB, SA, AS, DW opposed RM
31. WorldFest: AWARD \$0
JG - motion to approve; DB 2nd the motion
Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW
32. 16th Annual Provincetown Dance Festival: AWARD: \$500
RC - motion to approve; DB 2nd the motion
Motion passed, 6-0-1. JG, RC, DB, RM, SA, AS, abstained DW
33. WOMR Fall & Winter Film Series: AWARD \$500
JG - motion to approve; DB 2nd the motion
Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW
34. Paint the Mayflower: AWARD \$0
JG - motion to approve; DB 2nd the motion
Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW
35. Halloween Black and Gold Ball: AWARD \$0
JG - motion to approve; DB 2nd the motion
Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW

Matching Marketing Grants

1. Center for Coastal Studies: AWARD \$4,000
JG - motion to approve; DB 2nd the motion
Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW



**Town of Provincetown
The Visitor Services Board
February 13, 2020, 9:30 a.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA**

2. The Provincetown Business Guild: AWARD \$17,000
JG - motion to approve; DB 2nd the motion

Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW
3. Provincetown Chamber of Commerce, Inc.: AWARD \$15,000
JG - motion to approve; DB 2nd the motion

Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW
4. Provincetown Film Society: AWARD \$5,000
JG - motion to approve; DB 2nd the motion

Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW
5. Provincetown Theater Foundation: AWARD \$5,000
JG - motion to approve; RC 2nd the motion
Motion passed, 6-0-1. JG, RC, RM, DB, SA, AS, abstain DW
6. Fine Arts Work Center: AWARD \$3,000
JG - motion to approve; DB 2nd the motion

Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW
7. Pilgrim Monument and Provincetown Museum: AWARD \$2,000
JG - motion to approve; DB 2nd the motion

Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW
8. Oversoul Theatre Collective (under auspices of Song Keepers. LTD): AWARD \$1,000
JG - motion to approve; RC 2nd the motion
Motion passed, 6-1-0. JG, RC, DB, SA, AS, DW opposed RM
9. Provincetown LGBTQ Welcome & Resource Center: AWARD \$7,500
JG - motion to approve; DB 2nd the motion

Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW
10. Pedal Ptown LLC (dba Pedal Ptown Bike Tours): AWARD \$0
JG - motion to approve; DB 2nd the motion

Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW
11. Provincetown Commons, Inc.: AWARD \$0
JG - motion to approve; DB 2nd the motion

Motion passed, 7-0-0. JG, RC, DB, SA, RM, AS, DW



**Town of Provincetown
The Visitor Services Board
February 13, 2020, 9:30 a.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA**

All recommendations go to the Select Board meeting on February 24, 2020 during their regularly scheduled meeting.

Radu Luca, Executive Director, Provincetown Chamber of Commerce

- Thank you to the Select Board and the Office of Tourism for your effort for today's meeting

Closing statements

- RC – Thank you for the new process that was put in to place and I hope that next time around we have more money.
- RM – this has been public discourse about a VSB member signing a nondisclosure agreement and that is totally false, and resent it. JG – to back up what you are saying, when I saw what you are referring to I jumped in and made it clear that the VSB was not consulted or involved. And that you did not know what the “nda” was about until you signed it. In defense of the people who were saying that, the conversation halted. The process stank from the beginning. But hopefully lessons have been learned. And we need new procedures on how private events want to use public land. RM stated that he never responded to the comments on Social Media. JG – stated that he interjected on Social Media that the VSB and Tourism staff were not involved. I didn't want wrong info to go unchallenged.
- SA – I won't be at the 24th meeting.
- DW – I will be out of town until April 2nd

Motion to adjourn at 4p.m.

JG: Motion

SA: 2nd

Vote 7-0-0

Respectfully submitted,

Nina Cantor
Assistant Director of Tourism