



**Town of Provincetown
The Visitor Services Board
June 29, 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; Stephen Hooper, 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; Stephen Hooper, At Large; David Wilson, At Large

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

The Visitor Services Board will hold a meeting on **Monday, June 29, 2020 at 3:00 PM to 5:00 PM. NOTE: THIS IS A REMOTE PARTICIPATION MEETING**

Pursuant to Governor Baker's March 12, 2020 Order Suspending Certain Provisions of the Open Meeting Law, G.L. c. 30A, §18, and the Governor's March 15, 2020 Order imposing strict limitation on the number of people that may gather in one place, this meeting of the Provincetown Visitor Services Board will be conducted via remote participation to the greatest extent possible. Specific information and the general guidelines for remote participation by members of the public and/or parties with a right and/or requirement to attend this meeting can be found on the Provincetown website, at <https://www.provincetown-ma.gov/>. For this meeting, members of the public who wish to watch/listen and participate in the meeting may do so in the following manner:

1. Watch on PTV GOV Channel 18, as well as an online livestream of PTV GOV at <http://www.provincetowntv.org/watch.html>
2. To listen and participate in this meeting, dial **(833) 579-7589**. When prompted, enter the following Conference ID number: **519 961 179#**. When prompted, state your name, then press #.
 - Keep your phone muted at all times when not talking
 - Do not use speakerphone
 - Do not use Bluetooth devices
 - Mute all background noises
 - Mute PTV on the television or computer and use only the phone audio
 - Please do not speak until the chair or the meeting moderator asks for public comments or questions.

No in-person attendance of members of the public will be permitted, but every effort will be made to ensure that the public can adequately access the proceedings in real time, via technological means. In the event that we are unable to do so, despite best efforts, we will post on the Provincetown website an audio or video recording or other comprehensive record of proceedings as soon as possible after the meeting.

1. Public Statements

Robert Sanborn, Executive Director, Provincetown Business Guild (PBG)

- I would like to comment on incident on George and staff. This type of behavior is unacceptable anytime but especially during a pandemic. I understand signs will be made and ambassadors hired. As a Town, we should decide if more police need to be hired.

2. Digital media update

- In December of 2019 the VSB and Town of Provincetown published a Request for Proposal (RFP) for digital media services for the Office of Tourism. In January of 2020 we received proposals from eleven interested firms. The selection committee reviewed the proposals and met in February 2020 to discuss all the applications and three firms were being considered for the bid. The committee met and interviewed the three top applicants. At this time are ready to move forward with a contract.



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- The most desirable firm is **MultiView - A Stagwell Company** as a Premier Google Partner and an Association Partner with the IGLTA (International LGBTQ+ Travel Association).
- The Office of Tourism is a member of the IGLTA
- JG – A Premier Google Partner means that they are a top level company that can work with google for Search Engine Optimization and marketing. They were the only one of all the applicants.
- AF – They work with 71marketing destination clients such as Visit Savannah, Sacramento, Palm Beach County, Myrtle Beach, Pittsburg, Marina Del Ray Long and on and on. They are very familiar with the industry.
- MultiView has proposed an all-inclusive annual campaign including digital display advertising, social media, search engine marketing, association display, video production, website optimization, creative and strategic planning.

Programmatic Campaign

- 5,000,000 Display Impressions
- 1,509,375 Video Impressions

Paid Search Campaign

- Multi-publisher reach (Google, Yahoo and Microsoft)

Social Media Advertising Campaign

- Platforms: Facebook/Instagram
- Engagements include: Link Clicks, Reactions, Comments, Shares, Post Saves, Follows, Page Likes, Other Clicks, Business Page Clicks, Video Views

Association Display - Association Site Retargeting and Associated News Briefs

Definition: -

IGLTA Association Site Retargeting

- 120,000 Impressions
 - 12 month duration

Associated News Briefs

Definition:

IGLTA eNewsbrief:

- Leaderboard 1 + Box Ad 1 (Value Add)
 - 52 issues / 12 months

Video Production

- One (1), Two (2) hour on-site shoot, one (1) location with one (1) professional videographer, including HD/SLR camera, lighting and audio gear
- Prior agencies broke down the retainer, creative and digital media space buy on a monthly and quarterly basis with the amounts fluctuating monthly. MultiView operates on an annual contract with a flat monthly fee for all aspect of the digital media program and work in a state of the art premier digital environment.
- The monthly fee based on a \$200,000 annual budget is \$16,666.67.



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JG Recommended motion to authorize monthly retainer of \$16,666 for MultiView annualizing at \$200,000

AS – 2nd

Discussion:

- SA – what does spark group do for us? AF – they do FB, Instagram and some display advertising. And Conran is PR? AF - Yes
- AS – I think it is terrific
- DB – Will they be running through the comments as well? AF – They manage the advertising and analyzing it. We spoke to them with the need of managing social media.
- JG – We'll be using YouTube and that is what gets the most trolls.
- DB – will we own everything? AF – yes
- SH – very exciting
- JG – I am really excited. We are going to take a quantum leap forward with who gets to see us. Now we have a good website that is designed for search engine optimization and a company that does it.

Motion to authorize monthly retainer of \$16,666 for MultiView annualizing at \$200,000

Roll call: RC – yes; SA – Yes; SA – yes; AS- yes; SH- yes; DB – yes; DW – yes; JG – yes

Motion: JG

Second: AS

Approved: 7-0-0

3. Use of Provincetown Tourism Department Photography and Assets

- JG expressed concern regarding outside use of Tourism creative assets.

JG - Motion to approve: **Protecting the unique brand of the Tourism Office and maintaining editorial control over all Tourism Office owned materials is a key responsibility of the Tourism Office while at the same time coordinating closely and cooperatively with our tourism marketing partners. The Visitors Services Board authorizes the Tourism Office to approve the use of Tourism Office still and moving imagery and all logos, insignia designs and graphics on a case by case basis, to be reviewed by the Tourism Office for appropriateness and relevance.**

2nd – SA

Discussion:

- RC – I think that if Tony, Nina and you feel it's important to have, then it makes sense and I will vote on it.
- SA – The Tourism Partners join with you to use the imagery but if it's paid for with mutual funds, how would that move forward. AF – The Chamber did a video a few years ago and we have it on our website with their permission. That would be a good example. NC - If the chamber wanted to use an image from our website, they would ask the Tourism office for permission.
- AS – It's useful to know where the images are being used and that we have some control over it. It sounds like we are trying to get a handle on it and that makes perfect sense.
- DB – I defer to Tony and Nina, if it is important then I am for it as well.
- DW – Did anything happen in the past that has brought this motion. JG – I wrote the motion after the Distinctive Inns used a shot from the website. It didn't seem as if there was inappropriate use at the time, but since they didn't ask, it made me nervous. We discovered there had been discussion in the past but no vote. DW – I support this.



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AF stated that we will be continuing with the Spark Group for the month of July and there is \$20,000 available for advertising.

JG made a Motion – **Recommended motion to authorize \$20,000 for The Spark Group for July digital media**

SA – 2nd

Discussion:

- RC – thank you for clarify the budget. And are still going to promote health and safety? JG – Yes
- SA – And our ads should mention wearing a mask
- AS – I’m repeating... yes, every ad should say that. Page 6 – I rolled my eyes. JG – it’s been pulled.
- DB – Is the style of content going to change? AF – yes – our creative will change. Our website and ads should reflect more with a fresh look. And MultiView will launch ads in the beginning of August.
- DW – I see more people of color and let’s keep going with introducing people of color.
- SH – We are coming into July – it’s still a potential disaster out there. We have make strides and I want to stress how important it is to attract new customers so we need the right images. The photos do not capture our excitement of our town. I have high expectations of our new company. MA has been doing a great job of COVID cases going down and the stress of the masks is critical.

Motion to authorize \$20,000 for The Spark Group for July digital media

Roll call: RC – yes; SA – Yes; SA – yes; AS- yes; SH- yes; DB – yes; DW – yes; JG – yes

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

5. VSB Meeting Schedule

- JG proposed once a month unless otherwise needed
- The 2nd Tuesday of each month at 1pm

Motion for VSB meetings to be held the 2nd Tuesday of each month at 1pm.

Roll call: RC – yes; SA – Yes; SA – yes; AS- yes; SH- yes; DB – yes; DW – yes; JG – yes

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

Next meeting July 14th

6. Member statements:

- RC – Thank you to Tony, Jay and Nina. I’m sad about what happened at George’s.
- SA – welcome to SH. I like the idea that Tony and Nina has put forth on how we are moving forward with advertising.
- AS – Thank you for RM for his 9 years on the VSB Board. He has all the institutional memory. Welcome Stephen. I am hopeful how the new campaigns are going... I hope to see a turn-around. I feel good about the new firm.
- DB – Thank you RM for all his experience to the Board. Welcome SH. It’s important to have fresh perspectives on the Board. What happened at George’s pizza is disheartening. Staff is limited and I hope we can handle people coming in. I think we need to focus on beaches/shopping and dinner and somehow get people to know that that bars are closed.
- DW – Welcome SH and glad I am not the newbie any longer!
- SH – Thank you RM for his representation of the PBG. I have big shoes to fill. Thank you for the welcomes. I am proud to present the PBG and represent gay businesses in Ptown. In the spirit of time it is important to stay unique.



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- Jay – Before I joined the VSB I made an appointment with Rick and he was honest and forthcoming and encouraging and welcomed me. I found him to be helpful from how to run a meeting to what the VSB does and doesn't do. If it had not been for his leadership I would have gotten lost in the weeds. I'm excited to work with Stephen. We have an amazing board right now. I am really pleased with Conran and excited about MultiView and Bellweather. This is a very stressful time and we don't have any margin for error. We need to know what people are saying and are concerned about so we can tailor the marketing to what it needs to be.

Jay Motion to adjourn: 4:20

AS 2nd –

Roll call: RC – yes; SA – Yes; SA – yes; AS- yes; SH- yes; DB – yes; DW – yes; JG – yes

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

Meeting Adjourned at 4:20

Respectfully Submitted,

Nina Cantor

Assistant Director