



**Town of Provincetown  
The Visitor Services Board  
July 14, 2020, 1:00 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, Clerk; Susan Avellar, At Large; Andrea Sawyer, At Large; David Wilson, At Large; Stephen Hooper, at Large

**Attending** – Jay Gurewitsch, Chair; Regina Cassidy, Vice Chair; David Burbank, Clerk; Susan Avellar, At Large; Andrea Sawyer, At Large; David Wilson, At Large; Stephen Hooper

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

**JG – 1pm Call to Order**

**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: **418 291 760#**. 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. Election of fiscal year 2021 VSB Chair, Vice Chair and Clerk**

- AF - At each first meeting of the new fiscal year, the VSB will nominate and elect officers for the FY2021 for the position of Chair, Vice Chair and Clerk.

JG opened the nominations for Visitor Services Board Chair

- SA – nominated Jay Gurewitsch; 2<sup>nd</sup> by David Wilson

**Discussion:**

- JG – thank you Susan and David. I am starting to enjoy this. We are threading a very small needle successfully. We are getting on solid ground in every way. I'm excited to keep moving forward.



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**Motion to Nominate Jay Gurewitsch as Chair of the Visitor Services Board**

SA: Motion      DW: 2nd

Roll call: RC – yes; SA – Yes; SA – yes; AS- yes; DB – yes; DW – yes; SH- yes; JG – yes  
7-0-0

OPEN NOMINATIONS FOR VICE CHAIR

JG motioned to nominate Regina Cassidy; 2<sup>nd</sup> – SA

**Motion to Nominate Regina Cassidy as Vice Chair of the Visitor Services Board**

JG – Motion      SA – 2nd

Roll call: RC – yes; SA – Yes; SA – yes; AS- yes; DB – yes; DW – yes; SH- yes; JG – yes  
7-0-0

OPEN NOMINATIONS FOR CLERK

JG motioned to nominate David Burbank; 2<sup>nd</sup> – SA

**Motion to Nominate David Burbank as Clerk of the Visitor Services Board**

JG – Motion      SA – 2<sup>nd</sup>

Roll call: RC – yes; SA – Yes; SA – yes; AS- yes; DB – yes; DW – yes; SH- yes; JG – yes  
7-0-0

**1. Public Statements**

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

- Thank you for the recent ad campaign but business is way down. They are in survival mode. Most are down between 20%-50%. Crowds are down. Many businesses will be closing early this year. There was a blip of activity over the 4<sup>th</sup> of July. This is usually Bear Week and usually very busy. LGBTQ visitors are also down. Thank you again for the campaign but businesses are down.

**Jim Woods, Stop Hate for Profit**

- I am happy we have a Visitors Services Board and I appreciate the work the VSB is doing but I cannot sit by as VSB uses the Facebook advertising program. We are a welcoming community and I am asking you to be part of Stop Hate for Profit. We are asking you to stop advertising on Facebook. I hope you can stand up and speak to officials. And let's have an open dialogue.

**Laura Ludlow**

- Fireworks – I wanted to read a post I wrote on July 6<sup>th</sup>. My friend down the lane had to search for a dog because of illegal fireworks. A friend in Chatham lost a dog after illegal fireworks went off and he was hit by a car. This leads to Post Traumatic Stress (PTS)... I have PTS and it's real in humans and animals. Can the fireworks be silent? Of the 63 reactions, 30 were from Provincetown in support. There are people who support silent fireworks. There are alternatives.

**2. Digital media update**

- AF – MultiView was signed by the Town and MultiView. We have been working with them and begun the search engine marketing which was launched in the beginning of July. We have been sharing assets and the Video team is outlining a plan for a new video.



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- Discussion was held about the process of how MultiView will create the video.
- AF reviewed highlights from Spark June Campaign
  - Five ads were launched for July continuing the Provincetown is Open campaign while we transition to MultiView. The month of June digital spend was the largest single month spend made. Following are highlights from the June digital media report.

➤ Total digital impressions	11,725,893
➤ Facebook impressions	2,327,2178
➤ Instagram impressions	953,470
➤ Display impressions	8,445,206
➤ Clicks received	126,476
➤ Click Thru Rate (CTR)	1.1%
➤ Facebook CTR	3.9% (Travel industry average CTR = .9%)
➤ Post engagement	81,397
➤ Traffic to website	60,295

- SH – How do we know who clicks on ads to website? NC – we know how many people land on our guesthouse page and from there they go directly to the inn’s website
- JG – Any movement on the Gay/Lesbian for not being inclusive.
- DW – we all said we wanted to be more inclusive so this is the answer we were thinking so we need to move on with LGBTQ.
- AF - The A/B Test compared the use of LGBTQ versus Gay and Lesbian in ads. The identical ads were targeted to the LGBTQ drive market audience. The performances of the ads were similar. However, the Gay and Lesbian version produced some negative comments regarding the language being used in the ads and suggested LGBTQ is more appropriate. Some of the comments stated not using LGBTQ was not inclusive of the rest of the community. The Spark Group’s recommendation is using LGBTQ in ads to prevent further negativity in the comments of the ads.

### 3. Fireworks Discussion

- JG – It occurs to me that the VSB offers the funding for fireworks and do we want to discuss this? Do we want to suggest to the DPW and Pier about silent fireworks? Let’s open this for discussion and have a public hearing. How do others feel?
- RC – If I remember, when Rick was Chair, we suggested and voted that we were in favor of silent fireworks, so I support the next steps. If I remember, we got pushback from DPW. I’m in favor of moving forward on this.
- SA – I don’t think this is the first time this came before us. The animal welfare group came before us last year. I think it’s a valid point. I love fireworks but I think the laser shows could go out across the harbor and that would eliminate the noise. And that may help with crowd control. People wouldn’t have to congregate for a light show. I’m in favor of a public hearing and changing up our routine.
- JG – we did vote on this, but we got push back from the DPW. Maybe Rich could come before us.
- AS – I identify with Laura’s comments and I know from reading that there are many animals that are impacted. I love fireworks and it would be great to have something without the noise. I think we should have a public hearing. If we do decide to go down a different path, we need to work on it now because of scheduling. Time is of the essence.
- DB – A discussion with community members is important. I think it is warranted. I think we should find out as much as we can.



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- DW – Let’s hold and get information. The cost factor is important is well.
- SH – everyone brought up interesting points. I love fireworks. I am curious to see what a fireworks display would be without noise. How would it work to set up music? There will always people who will be setting up their own fireworks. I like the idea of a light show. PBG did the rainbow. And it all depends on costs.
- JG – I haven’t thought of a light show element of it. As far as music we are a town full of musicians and WOMR and PTV and we could provide a soundtrack. Let’s move forward with a public hearing in August. And let’s include RW and DPW and the Pier. Thank you everyone for your input.
- AF – Do you want to schedule the public hearing? JG – no, we need to see the budget first.
- AF – there is a 3-week window in order to do a public hearing. We can wait until after Town Meeting. JG – no, I’d like to do it earlier so we can give the DPW time
- DB – September would be better. Businesses are very short staffed. We are pushing it too fast.
- JG – After Labor Day is fine.

**4. Director’s Report**

- Budget – is still up in the air and all budgets are being reviewed. We have already committed to many things – PR, Website, Radio, Graphics, Spark and Multiview.
- Tax collected – we are up 2.65%. For the year it is up 40.5%.
- JG – Does Jan/Feb/March include B&B? AF – Yes, but the number will fall depending on when people actually pay their taxes to the DOR.
- SH – maybe some of the rentals will be even longer
- JG – the ones we really need to the next quarter – May/June/July which we won’t see until September. That will be the worst of it.
- AF – I do know that people have been renting for a long period of time, then they are not considered short term rentals and they don’t have to pay the taxes.

**AF informed the Board the contract for Foundant Grant Software will be renewed for 2 more years.**

JG made a motion to approve up to \$4500 for Foundant for FY21 and FY22

AS – 2<sup>nd</sup>

(DB excused early)

**Motion to approve up to \$4500 for Foundant Software for FY21 and FY22**

JG – Motion                      SA – 2<sup>nd</sup>

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

**6-0-0**

- AF reminded the Board that there will be a joint meeting with VSB and Select Board for the revised budget on August 10<sup>th</sup>.

**5. Board member comments**

SA – None

AS – Thank JG, RC, DB for staying on for another year and we are all working well together.

DW –As we promote marketing and tourism in Town, is there a plan to talk about our successful Covid numbers? JG – we have not discussed anything, but I don’t know if we would want to advertise it. It would bring it to the forefront.



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DW – Where do I send visitors when they call? NC forwarded the VSB a link to the Town site with up-to-date information.

SH – Town is very quiet, and it has been very straight. We can't lose the flavor of who we are. I get a lot of positive comments on how well town has done promoting the mask situation. We need to continue to push a positive message. Many businesses will be closing early this year. We need to be supportive as a community. Push the message of we are open and it's safe to come here.

JG – From my own store July 4th wasn't so bad and then Bear Week started, and I realized everyone is gone. This week has been tough, but it didn't occur to me that business will close. It's a deadly cycle.

SA – I wonder if the VSB should undertake a program to ID when they are going to close. Will businesses at least do something attractive on their windows? JG – You and Stephen as chamber and PBG reps can report to them and get back to us.

SA – We are meeting on Thursday and the Bus Assoc. is bringing busses in the fall.

**Roll call to adjourn at 2:12 p.m.**

**JG – Motion SA – 2<sup>nd</sup>**

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

**6-0-0**

Respectfully Submitted,

Nina Cantor  
Assistant Director of Tourism