

**Provincetown  
Visitors Services Board**

**Monday  
August 15, 2005  
11:00 a.m.**

**Members Present:** Peter Bez, Lynne Davies, Kathleen Fitzgerald, Laurel Guadagno, Michael Peregon, and Mick Rudd.

**Members Absent:** Rita “Hersh” Schwartz (excused absence)

**Staff:** Bill Schneider, Acting Tourism Director

**Others:** Keith Bergman, Town Manager  
Michelle Jarusiewicz, Acting Asst Town Mgr  
Steve Melamed, Chair-Economic Development

The meeting was called to order at 11:05 a.m.

**Meeting Agenda**

Lynne Davies gave a brief introduction to the branding discussion. She introduced Robin and provided a brief history of the adoption of the current tag line “Provincetown, like nowhere else” and if possible, the VSB and PBG want to continue to use that tag line as part of the branding, due to the dollars invested in its promotion. Concurrently the VSB is looking at other options and is now involved in a two-fold approach. “We need a brand - a slogan - a unified way of promoting this town.” With that mini introduction the meeting was turned over to Robin Haueter and his “Branding Presentation.”

**Branding Presentation by Robin Haueter (one-hour presentation)**

Mr. Haueter gave a mini autobiography describing his background; he has been in advertising, public relations for 30 years and, the last 10 years have been focused on the very specialized field of Branding.

Branding:

Marketing is based on understanding the audience. “What is the audience focus?” Branding is all about a rational process that involves setting the criteria. Decisions have to be based on group-based criteria. Does the brand meet the criteria? This is a key test.

Robin focused on defining the terms used in the branding process, since the fundamentals are basically the same wherever you go. He also stated that the group first needed to determine two things - “What is our objective?” “What is our goal?”

Based on the VSB and EDTF input, he indicated that the objective was to develop a strategy to use Provincetown’s cultural assets, in the widest sense, to stimulate economic activity in a year-round, sustainable, and measurable fashion.

Robin continued, When people talk about a brand they equate it to too many things, logo, tag line, etc. These are not a brand. What is a brand? A brand is really the idea of the thing. The goal of a brand is to create a desire in the audience. Take Disney as an example. What does it make you think of?” This is what we are seeking. Their core values are FUN – FAMILY – ENTERTAINMENT, thus when people hear DISNEY, they automatically think of fun-family-entertainment. They have their branding. The tag lines and logos support the brand.

Next Robin selected the NIKE brand to explore. Their core values are AUTHENTIC – ATHLETIC – PERFORMANCE. Notice, Robin said, it’s not about shoes or sweatshirts – it’s about values.

These core values allow Nike to go into any business and their core values are bible i.e., authentic, athletic, and performance. The same is true for Disney and their core values are fun, family, and entertainment.

There were many diagrams that took place along with the presentation on branding. One was a chart with the brand in the center surrounded by context, promise, and experience. It was then elaborated upon:

**Context** – what goes into it? The audience, the offering, and the competition. Within the audience there is a target. A brand can have 10 different audiences, i.e. Amtrak's Acela train – then Robin broke it down into leisure, business, basic

– if the business audience is satisfied then they have a successful venture as the rest of the passengers will be happy also.

– Robin said that the audience is constantly comparing what they're buying to what else is available. You have to know who you're being compared to – as in your competition. Focus groups are all about qualitative findings – surveys are all about quantitative findings.

**Promise** – is all about positioning. The promise is relative to what the audience wants and relative to the alternative choices. For instance - Provincetown provides this kind of offering to “these kinds of people” because..... (fill in the blanks)

Some times branding happens whether you like it or not in the absence of a formal campaign. The Bush and Kerry campaign were used as examples. The Bush campaign did brand and the Kerry campaign didn't. In the absence of a brand, the Kerry campaign allowed folks to fill the void, with many using the Bush's anti- Kerry brand.

*So....the bottom line is: Provincetown is a lot of things to a lot of people.*

**Positioning** has to be 4 things: It has to be credible, sustainable, relevant, and differentiating. In positioning many are using Integrated marketing – a pie chart was drawn with multiple wedges: i.e. Logo, tag line, packages, web, PR, signs, advertising, incentives (give aways), etc.

Peter Bez asked if it were possible to have one brand that would speak adequately to all visitors. Answer from Robin: “This is a fundamental problem in branding. The narrower the audience, the greater the distinction that the brand will have.”

Lynne wondered if you can't you do that when you're developing the core values, such as Choice, Fun, Tolerance? By having that you can target a larger audience.

Robin agreed all of these things happen in a mix. How are we going to segment the audience?

Mick Rudd asked, “Who is qualified to define the core values? Around the table we all have our own values.”

Robin's answer.... Core values concern the audiences – not us. Ideally we would be able to make those assessments -- --- we're trying to play to the audience that will spend the most money. **That's who to target.** Ideal is if you can get everyone to participate in a cooperative way then you can come up with branding.

Robin was asked what is the timeframe? Answer: The more focused, the faster it happens. He has seen it happen in a matter of 2 weeks..... Amtrak took 5 mos. So there are no easy timeframe answers.

Lynne – we felt that we could have something by the end of the year. Mr. Rudd said, “Can groups like this even do something like this even though we're all well intentioned?” Answer – absolutely. Robin just facilitates the decision-making. Mick asked, “So facilitation is an absolute must?”

Lynne felt that a facilitator will be essential as well as a sub task force comprised of the primary stakeholders. We have to make sure that we have business groups involved as a part of the Adams Grant.

Michael Peregón mused that we have been using the tag line for over a year. What's the implication of switching? Especially when people have come to know it? Robin said that companies face this all the time. You can look at

equity and decide. The people who do the advertising are a lot more familiar with it but the people out there are not locked into it.

Robin also recommended to do a stakeholder analysis and identify variables.

Lynne Davies thanked Robin Haueter for his presentation and told him it had been extremely informative. The next step would be to form a working committee and hire a facilitator. At the next meeting we will determine stakeholders/working group and then we can begin the Branding process right after the Labor Day period.

Steve Melamed said there are 5 members of Council on Economic Development and he is the chair and wants to work with the VSB. Lynn said that the VSB is very anxious to work with the CED – tourism is our primary economic driver – tourism will be a topic on which we will be lead. We want to work in conjunction with the CED and eliminate redundancy.

### **Approval of Meeting Minutes – August 8, 2005**

**Motion: Approve the minutes of the August 8<sup>th</sup> meeting.**

**Motion by Peter Bez    Seconded by Laurel Guadagno    Unanimous 6-0-0.**

### **Budget Update**

There is none since Alix hasn't returned to work. She is due back shortly and the figures should be available by the next meeting.

### **Approval of Staffing Plan Recommendation**

Lynne Davies passed out a memo that she will send to the BOS and the Town Manager under date of August 18, 2005. The memo and staffing plan are only need up to date numbers from Alix and the grant writer's estimate. If we can get the VSB's approval then we'll put in the appropriate numbers and submit it to the BOS.

**Motion: Approve the Staffing Plan Recommendations to send to the BOS.  
The motion was made, seconded, and unanimously approved 6-0-0.**

### **Grant review process update**

The ad for the public hearing on 2007 grant guidelines has been done.

### **Tourism Director's Report**

Bill Schneider, Acting Tourism Director, said he needs approval of the ads on pages 18, 19, and 20 in the handout given to members of the VSB. Everyone approved of the ads and no specific vote was needed.

Peter Bez stepped out of the room for the presentation of the invoice for The Graphics Group.

**Motion: Approve the \$475 invoice to come out of the marketing budget.  
Lynne Davies made the motion, Mick Rudd seconded the motion and it was approved 5-0.**

Peter Bez rejoined the meeting. A sample bag for trade shows was passed around. It was enthusiastically received. The design that Bill said he'd like would have "Provincetown, like nowhere else" and the web address on it. Once a color is decided upon, Bill will get proposals.

Next a Gay & Lesbian Tourism marketing convention being held in Montreal on October 5-7, 2005 was discussed. There will be an Expo set-up for exhibitors from 2-4 p.m. on October 6<sup>th</sup>. There has already been an interest expressed from vendors for tables. The Provincetown Business Guild (PBG) is doing a booth. Bill said it was important to attend the 3 day conference. Means of financing attendees, who would attend, and basically how many could attend were discussed but not finalized. The registration for the conference is \$575 for one and \$850 for two.

**The consensus was to table the issue until the next meeting.**

### **Review 2006 VSB Calendar**

All board members approved.

**RFP Update re: PR firms**

Michelle Jarusiewicz has not completed work on the RFP as yet. She has bits and pieces only. Michael Peregon wanted to know how long it takes - when an RFP goes out - before response? Answer: It usually takes about a month and a half. The Town contracts with this. Technically the VSB does not contract with anyone.

Lynne said that's why we're presenting our staffing recommendation to the BOS on 8/22 to meet the Oct. 15<sup>th</sup> deadline.

Questions remain about bike racks. Bill is working on a pamphlet. Lynne is waiting to hear from Sandy Turner about appropriate sites and costs. The VSB wants to do more town-wide locations for the racks.

Lynne Davies proposed moving the Rack Card display from the Ryder Street doorway to the main lobby as current location is too remote for visitors. After discussing with Michelle as well as Vernon & Pam in the Town Manager's office, it was learned that the display used to be in the front lobby by many years back a selectmen wanted it moved because it wasn't kept up. Vernon and Pam in the Town Manager's office would love having them back out front as they spend a great deal of their time responding to the many requests from tourists for information. In addition, we have the staff to monitor the racks.

**Motion: Authorize Lynne to ask the BOS permission to relocate the rack card display to the main lobby.**

**Michael Peregon made the motion, Kathleen Fitzgerald seconded it and it was approved 6-0-0.**

The final update concerned the PBG Traveler survey. August 19<sup>th</sup> is the date set for completion of the compilation.

Adjournment happened at 1:15 p.m.

Respectfully submitted,

*Evelyn Gaudiano*

Evelyn Rogers Gaudiano

**Approved by \_\_\_\_\_ on \_\_\_\_\_, 2005.**

Lynne Davies, Chair