

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
March 07, 2012-- 3:00 pm
Tourism Office 330 Commercial Street**

Members present: Mick Rudd, Chair; Hersh Schwartz; Marian Peck; Jim Bakker; Rick Murray

Members absent: Kathleen Fitzgerald; Michael Peregon

Meeting was called to order at 3:01 pm

Staff: Radu Luca; Jackie Kelly; (Bob Sanborn is on leave)

Others:

Mary Jo Avellar; Duane Steele; Candy Collins-Boden; David Gardner

1. Public Statements

Duane Steele spoke about the history and importance of the parking areas at New Beach (Herring Cove Beach), and remarked that, given the location and weather, everything there, even the Seashore's plans, are temporary.

Candy Collins-Boden said that the beach, and access to it, is a quality of life issue, not only for us but for the entire Cape, and for all of our visitors.

2. Mary Jo Avellar—update about conditions at Herring Cove Beach

Mary Jo Avellar will be attending a meeting at Coastal Studies on Monday March 12, and another with the Seashore in Wellfleet on Monday, the 19th. She will advocate for a solution that clears the debris of erosion, and makes the beach accessible to this season's guests. She noted that New Beach is a part of our history and culture, and that it was promised to us when the Town turned everything over to the Seashore in 1961.

There was a discussion about finding the proper balance between informing visitors in advance about the status of our street renovations on the one hand, and not scaring away business on the other. It is suggested that Robert B Our be made aware of our upcoming busy weekends; be asked that they consider stopping work at noon on the Friday before those weekends, and that they have better signage to minimize inconvenience to drivers who sometimes wind up at the end of a street with no outlet.

David Gardner attended the meeting at Mick Rudd's invitation, in recognition of the fact that this office's services are critical to our tourism industry, and so that we can establish a dialog with the Town that we can then communicate to the business and events-producing community.

3. Stonewall Museum (Fort Lauderdale) panel exhibition

The Stonewall Museum has offered us either one of two exhibits (either 17 or 21 panels) which we can display for the cost of shipping (approximately \$700). It was decided that there isn't sufficient time to find a venue to do the exhibit justice for this season. We will revisit the question for the Fall or for next Spring/Summer. Brian McNaught will be invited to address the board.

4. Tourism Director's report

Approval of media placements, brochures, trade shows

A. Media Placements:

NYC Pride

NYC Pride Guide invited us to reserve a spot in their 2012 edition. The guide has a distribution of 100,000 and an online readership of around 20,000. The guide will be out in print Memorial Day Weekend and online mid-may. They are available at LGBT Community Centers, gay-friendly businesses including restaurants, bars, clubs, retail outlets and other venues in Chelsea, West Village, East Village, Hell's Kitchen and weekly drops in Fire Island and Cherry Grove. This motion was tabled at the last meeting.

Motion: Move to approve \$700 for a quarter-page ad in the 2012 NYC Pride Guide.

Motion: Rick Murray

Second: Marian Peck

0-5-0

Boston Magazine is offering us advertising space in their *Summer in the City* guide. The publication will be available June, July, August and September both in print (CVBs around Boston area) and in electronic format on bostonmagazine.com. They offer a half-page ad for \$2,250. The rate is for all four months.

Motion: Move to approve \$2,250 for a half-page ad in the *Summer in the City* guide, with the caveat that we first see copy of ad, and will vote to give final approval at the next meeting.

Motion: Rick Murray

Second: Jim Bakker

5-0-0

Motion: Move to request the Tourism Director to instruct the graphic designer, or anyone else doing our ads, to include the word Provincetown with every use of the logo, when applicable, and always with the same typeface.

Motion: Marian Peck

Second: Hersh Schwartz

5-0-0

The VSB needs to approve the rest of the funds for the Spring Radio Campaign.

Motion: Move to approve \$15,000 for Spring Radio Campaign.

Motion: Rick Murray

Second: Hersh Schwartz

5-0-0

VSB Administration:

This weekend Radu attended the annual AAA Marketplace Trade Show in Foxborough. The year's figures are not out yet, but last year 17,000 people attended the show. This was a good opportunity to advertise Provincetown to the New England Market, especially to families and day / weekend -trippers.

Radu will communicate to Marlo that, by state law, we do not pay for alcohol for press-trip writers, and will not ask restaurants to cover alcohol for them.

Marketing budget and expenditures. Bob provides these figures quarterly and another reconciliation will be done this coming April. Judging by these figures, there is no money to spend outside the budget and the VSB should only approve funds according to the Five-Year plan.

Excerpt from 12/19/11 VSB minutes:

Bob reconciled the Tourism Fund through November 2011. On media thru November, the VSB has approved \$74,000 in print, \$15,000 in radio and \$22,000 in social/internet advertising. As of that date there are remaining marketing funds of \$98,000, of which approximately \$33,000 is earmarked for additional print, \$15,000 is earmarked for additional radio, \$38,000 is earmarked for additional social, and the remaining \$12,000 is unidentified. At the last meeting with Marlo, the VSB board said

more

they may want to allocate some funding to pursue additional promotional efforts. What are the Boards' thoughts??

Motion: Move to request that the Tourism Director ask Marlo for a proposal to bring a professional press trip to Town, and/or to "bring Provincetown to an outside destination," based on a budget of approximately \$10,000.

Motion: Rick Murray Second: Mike Peregón 7-0-0

Facebook Stats (2/3/2012-3/3/2012):

~ 12, 896 fans and 

~ 682 fans "talking" about Provincetown at any given time

post views: 235,697

post feedback: 3,333  7%

new page "likes": 1,277

Source: Facebook- Page Insights for Provincetown (Jan. 27)

Social Media General:

Klout score 36 (but Klout lacks integration with Facebook Pages)

Twitter: 970 followers and 

Google+

Pinterest

Blogging

Blogspot

5. Approval of Minutes for 02.15.12

Motion: Marian Peck

Second: Jim Bakker

5-0-0

6. Old Business

7. New Business

The meeting was adjourned at 5pm

Respectfully submitted,

Jackie Kelly