

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
March 21, 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 3:00 pm

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

Others: Candy Collins-Boden

Agenda:

1. Public Statements

2. Tourism Director's report

A. Approval of media placements, brochures, trade shows

Media Placements:

The VSB has been sponsoring the Live Remote on 102.3 The Dunes at Holly Folly for the past few years. Bart offered to do a remote broadcast for one or both of the following:

Center for Coastal Studies is sponsoring a Provincetown beach clean up Saturday, April 21

Rex would like a remote for the Schooner Regatta Race.

These are the details:

\$250 per hour, with a two-hour minimum, so the price is \$500.00.

Dunes 102 will cut in 3x's per hour Live

Minimum of 30 Promos one week before.

How will the VSB wish to proceed?

No action taken.

She Magazine in Fort Lauderdale is inviting us to advertise with them. They offer 3x ¼ page, 4C ads for \$675. Additionally, they offer free web banner, inclusion in their digital edition with link, promotion on She Magazine's social pages and a 600-word editorial piece provided by the Tourism Office. Their current circulation is 15,000 and the readership is of approx. 40,000 per month. They distribute nation-wide, including Dinah Shore weekend in Palm Springs, CA, Aqua Girl in Miami Beach, FL, Girls in Wonderland in Orlando, FL, Womenfest in Key West, FL, as well as Pride Festivals in the US. General area coverage: Florida (Miami-Dade, Broward, West Palm Beach, Tampa and Orlando.

Motion: Move to approve \$675 to advertise in She Magazine.

Motion: Rick Murray

Second: Marian Peck 5-0-0

Motion: Move to ask staff to contact Lynette Molnar and/or Lynn Mogell to request four up-to-date photos to be used for promotion of women's events.

Motion: Rick Murray

Second: Marian Peck 3-0-2

(Hersh Schwartz and Jim Bakker abstained)

Yankee Magazine is offering us to advertise with them in their July/August issue in the section "New England's Best Beach Towns." The ad consists of 50 words and one photo (the size of the two combined will be close to 1/6 of a page). Additionally, they offer 100k on their website for a total price of \$1,750.

more

Recommended motion: Move to approve \$1,750 to advertise in Yankee Magazine.

There was a discussion about requesting a reduced rate if we do both an advertisement and a listing. This item was tabled until the next meeting.

Boston Magazine is offering us to advertise in their 2012 "Destination: Cape Cod & The Islands" issue, which will be out in June. The section will be run in advertorial format and we would receive 200-250 words of copy as well as our print ad. If we commit by 3/30 they will honor last year's rate, which was \$3,150 for a half-page vertical ad.

Motion: Move to approve \$3,150 to advertise in Boston Magazine's July 2012 issue.

Motion: Rick Murray

Second: Jim Bakker

5-0-0

Provincetown Gallery Guide is offering us to advertise in their 2012 guide. All ads and listings will appear on their website. The guide will be distributed in Provincetown, Cape Cod, Boston, Providence, New York City and selected cities Connecticut, Rhode Island and New York. The price for a half-page, color ad is \$895 and it includes listing and photo. Listing (12 lines of copy) and photo alone is \$295. How will the VSB wish to proceed?

No action taken.

B. VSB Administration

This weekend Radu attended the annual GLBT Trade Show in NYC. We gave away around 2,500 event calendars and 2,500 each of the Chamber of Commerce and the PBG guides.

Rick Murray wants to coordinate with the PBG so that we can share the email addresses collected at the show. He believes that we should use computers to obtain those addresses on the spot, rather than asking visitors for information manually.

Facebook Stats (2/15/2012-3/15/2012):

~ 13, 600 fans and 

~ 823 fans “talking” about Provincetown at any given time

- post views: 146,000

- post feedback: 2,016

- new page “likes”: 1,500

Source: Facebook- Page Insights for Provincetown (March.19)

Social Media General:

Klout score 34 (but Klout lacks integration with Facebook Pages)

Twitter: 995 followers and 

Google+

Pinterest

Blogging

Blogspot

3. Approval of Minutes for March 7, 2012

Motion: Hersh Schwartz

Second: Rick Murray

4. Old Business

Rick Murray asked that Marlo provide a detailed report of her work on our behalf each month. He also continues to be in favor of bringing the classification of Tourism Director up to the scale that is commensurate with its importance to the Town’s economic life.

5. New Business

more

Mick Rudd attended the March 19 meeting with the National Seashore relative to their plans for Herring Cove Beach for this summer, after the dramatic effects of erosion this past winter. The Seashore was reminded that in exchange for giving over three quarters of our land, Provincetown was promised areas for the airport; for rubbish removal; and for traditional access.

There was an impressive group of environmentalists, politicians (including Sharon Lynn, Dan Wolf, Sarah Peake), scientists, engineers, et al. The Seashore will do all possible to manage a balance between the equivalent of 37 dump-truck-loads' worth of sand that is moved by natural forces each day, and the need to make the beach safe and accessible to the public.

Jackie & Radu reported that eight CITGA (Cape & Islands Tour Guide Association) members visited the Tourism Office recently to talk about this coming season, street construction logistics, etc. They mentioned that unless admission was included in their package, very few of their people go to the Monument and Museum, since the \$5 fare is considered too expensive. Jackie called the Monument and spoke with Assistant Director Tony Fucillo who said that it was yet unannounced, but that the rates would actually be going up for this season. CITGA was very disappointed, but at Candy Collins-Boden's suggestion, Tony was called back. Although the invitation was unexpected, he agreed to come and was here within minutes. He decided enroute to make the following offer: before Memorial Day and after Labor Day, tour bus guests in groups of 15 or more can pay \$2.50 entrance (it is preferred that the tour operator arrange in advance; guests do not need to arrive together, but can simply identify themselves as members of the group). CITGA was very pleased with Tony's generous offer, and expect that it will entice more of their guests to experience one of Provincetown's major attractions.

Hersh Schwartz is again hoping to place students' work from our Art in Windows project in Logan Airport, where it was very well received two years ago. She is also planning to solicit new work for our windows for next winter—discussion was postponed, since this will be an agenda item for the next meeting.

The meeting was adjourned at 4:30 pm

Respectfully submitted,

Jackie Kelly