

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
April 18, 2012-- 3:00 pm
Tourism Office 330 Commercial Street**

Members present: Hersh Schwartz; Jim Bakker; Kathleen Fitzgerald; Marian Peck; Michael Peregon; Rick Murray

Members absent: Mick Rudd, Chair (excused)

Meeting was called to order at 3 PM Kathleen Fitzgerald officiating

Staff: Bob Sanborn; Radu Luca; Jackie Kelly

Others: David Gardner & Candy Collins-Boden

There was a discussion about the need to elect a Vice President. It was noted that elections of the Board will be held following the BoS elections on May 1st.

1. Public Statements

Candy welcomed Bob back, and said she enjoyed working with PTO staff in his absence.

2. Tourism Director's report

A. Approval of media placements, brochures, trade shows

Media Placements:

- **Best Read:** Ad placement in Best Read has been previously turned down by VSB, but the owner called one last time to state she is offering a significant reduction: \$1,000 per month, with no minimum number of placements, which would also include listing on their website. This guide is frequently requested in the Tourism Office and is placed throughout the Cape. She also said she'd throw in calendar of select events as editorial. Any interest?
Marian suggested that a back-cover or inside-cover ad on Best Read Guide would be a more productive use of funds, rather than a smaller, interior ad. Bob will get these rates from Best Read Guide for next meeting.

Motion: Move to approve \$520 for a four-tile ad in each of two editions of the Banner to promote Restaurant Week and Gallery Stroll, Spring 2012.

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Motion: Move to approve \$528.87 for four “Pardon Our Appearance” signs related to the repaving of Commercial Street to be placed near Johnson Street and Court Streets, Lopes Square and on the Town Hall lawn.

Motion: Mike Peregón

Second: Rick Murray

6-0-0

C. Social Media Update (Radu)

Facebook Stats:

- ~ 14, 830 fans and 
- ~ 635 fans “talking” about Provincetown at any given time
- post views: 243, 930 
- weekly reach: 28,380
- friends of fans: 4,960, 284 

Source: Facebook- Page Insights for Provincetown (April, 17)

Social Media General:

- Twitter: 1,039 followers and 

3. Marketing Strategies Mike Peregón presented a proposed draft of the “Provincetown Tourism Advertising Strategy,” emphasizing the specific reasons why tourists come to Provincetown. Marian noted that the Florida Keys coordinate marketing efforts and share ad space, and wondered if that would be a good strategy for towns on the Cape. Bob said that prioritizing ad content is important, and that input and suggestions are always welcome, but that design by committee is not efficient.

4. Contracts with Graphic Artist and PR Firm

- a. Bob stated that contracts with the Graphics Group and Marlo Communications are up for renewal at the end of June and require BoS approval if the VSB would like to renew the contracts. Bob stated that Graphics Group is responsive, reasonable and flexible. He said that Marlo is also easy to work with, professional and gets Provincetown mentioned in lots of editorial. Rick thinks that if we decide to stay with Graphics Group, we should pay for a professional photo shoot to get updated photos.

There was a discussion about retaining a PR/Advertising agency, as opposed to only a PR firm, as we do now. The VSB requested Bob distribute the RFPs used for the Graphic Artist and PR Firm, and also asked that this be added to the next meeting Agenda.

5. Art in Windows tabled until next meeting

6. Approval of Minutes from 04.04.1

Motion: Hersh Schwartz

Second: Jim Bakker

5-0-1

7. Old Business- Hersh brought up the issue of having a plaque done for Linda Silva. She requested to discuss this at the next meeting.

8. New Business: Jim passed out copies of the new brochure, In the Path of the Pilgrims, which was written by the Cape and Islands Historical Association, and which was funded by the Chamber of Commerce. Bob and the Board expressed interest in being involved in future printings.

Meeting was adjourned at 5:10 pm
Respectfully submitted,

Jackie Kelly