

Town of Provincetown

Visitors' Service Board

Meeting Minutes from

May 02, 2012-- 3:00 pm

Tourism Office 330 Commercial Street

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

Members absent:

Meeting was called to order at 3:00 pm

Staff: Bob Sanborn; Radu Luca; Jackie Kelly

Others: Candy Collins-Boden and Erin Atwood

1. Public Statements

Erin reported that the PBG placed an ad in Circuit Noize, meeting a deadline that we were not able to make. He also stated that the PBG is actively pursuing a very famous mystery celebrity for Carnival 2013, which will be an expensive investment for them. He asked if there was any opportunity for the VSB to infuse some additional money into this year's budget to help carry both of those expenses, which will benefit the town's tourism economy.

Motion: Move to recommend to the BOS increasing the FY2013 Co-op Marketing Grant awards to both the Chamber of Commerce and to the Provincetown Business Guild from its present \$15,000 to \$20,000 each.

Motion: Rick Murray

Second: Jim Bakker

6-1-0

Candy complimented the new Eco-Tourism Video that was produced by the Tourism Office.

2. Tourism Director's report

A. Approval of media placements, brochures, trade shows

- **Best Read:** The owner, Pat Brooks, offered us a special rate of \$1,000 (normally \$1,680) for a ½ page ad with no minimum months, and to include editorial and info on her website. At the last meeting, the board inquired of the price for a full page ad on back cover, or inside front/back covers, for maximum visibility. Pat offered us the inside cover for \$2,000 (normally \$3,196). Any interest?

more

Motion: Move to approve \$4,000 for two ads in Best Read Guide inside cover, one in June 2012 and the other in October 2012.

Motion: Mike Peregon

Second: Rick Murray 7-0-0

- In the Path of the Pilgrims brochure: VSB requested printing estimates for this brochure. The least expensive was: \$3,115 for 20,000; \$3,635 for 25,000; and \$4,175 for 30,000. Also, shipping needs to be included.

Tabled to next meeting for more information because the VSB would like to know the all-in price of printing including shipping.

- AAA is doing an article that will include Provincetown in their next issue. The VSB must choose the regionally-specific issue that our ad would appear in if we choose to advertise. The rate is \$1,100 for one-sixth page, or \$2,000 for one-third page. The VSB opted to pass on the advertising opportunity.

B. VSB Administration

- Marketing budget:

\$76,000 Funds available as of last meeting
(\$1,295) Early bird registration to ABA Marketplace
\$74,705 Remaining

- Fantasia Fair had thought they submitted a request for reimbursement of their \$3,000 grant, however because the Executive Director had a concussion and serious back injury in December, it slipped through the cracks. They respectfully request approval for the delayed request for reimbursement.

Motion: Move to accept delinquent request for reimbursement for Fantasia Fair's FY2012 Tourism Grant.

Motion: Jim Bakker

Second: Hersh Schwartz 7-0-0

Motion: Move to approve \$400 for table cover for trade shows.

Motion: Marian Peck

Second: Rick Murray 7-0-0

- Greater Boston Concierge Association Annual Trade Show: Excellent turn-out from many of the larger hotels in and around Boston. Consensus is that Provincetown is "the best" excursion for hotel guests wanting to get away for a day or two to see a quintessential New England town with something for everyone. Many concierges frequently will divert people interested in Nantucket or Martha's Vineyard because Provincetown is easy to get to and offers something for everyone. Several said that they hand out more collateral for Provincetown than any other attraction/destination.

- Historic Walking Tour Phone App. Bob spoke with Eric Dray about communications, and was told that there has been some press (Cape Cod Times) and they're talking with Banner to write a story. They are also developing a communications strategy.
- Florida Keys and Key West: At last meeting, the VSB requested to find out how Key West does advertising/PR. Here are some highlights:
 - Organized similar to Cape Cod Chamber or MOTT (i.e. separate staff for different segments: Group Tourism, Outdoor Tourism, International Tourism, Domestic Tourism, LGBT Tourism, etc)
 - Local rooms tax recently increased from 5% to 6%
 - The Florida Keys utilize an Advertising Agency Tinsley Advertising, which they've been using for nearly 25 years, and a PR Firm, Newman PR, which they've been using for approximately 30 years. The two are paid in the neighborhood of \$7 to \$9 million. Each is contracted for a 3 year term, with a 3 year renewal option, so generally every six years they go out to RFP.
 - Annual Room tax revenue approximates \$35 million, of which 20% to County (in their words the "big black hole") compared to Provincetown's 65%, and 80% goes to "Tourism Development Council" (TDC). Of the 80% that goes to TDC, 20% goes to the Tourism Office. The ad agency and PR Firm comes out of the TDC budget (i.e. the 80% of the allocated room tax).
 - Ad Agency does almost everything that Provincetown's Tourism Office does (i.e. Marketing Plan, Media Plan, Ad Placement, Ad design, graphics, branding, TV spots, Radio spots, Print media, social media, website, photo shoots (they had one this week for \$25,000), brochures, calendar of events, etc. If temp goes below certain amount (i.e. 32 degrees), they automatically launch a worldwide media blitz above and beyond existing marketing/media plan. In addition to retainer, ad agency also gets 15% of cost of all ad/media placements.
 - PR Firm does almost everything that Provincetown's Tourism Office does (Fam trips, travel arrangements, media and press inquiries, press kits, blogs, etc).
 - Approximately \$40,000 goes to Visitor Info Centers

Social Media Update (Radu)

Facebook Stats (3/28 – 4/24):

- ~ 14, 937 fans and 
- ~ 1,102 fans "talking" about Provincetown at any given time  40%
- post views: 243, 930 
- weekly reach: 104, 581  258%
- friends of fans: 4,745, 075 

"Like" sources:

- 300 Facebook Recommendations
- 152 on Page
- 117 Ads and Sponsored Stories

Source: Facebook- [Page Insights](#) for [Provincetown](#) (April, 25)

8. Old Business

- This is Kathleen Fitzgerald's last day with the VSB. Everyone thanked her for her service.
- Mick Rudd thanked the board for its vote of confidence.

9. New Business

There was a reminder to all present about the Ragnar Relay Race which will terminate in Provincetown this weekend.

Meeting was adjourned at 4:50 pm
Respectfully submitted,

Jackie Kelly