Page 1
Meeting Notice

**Town of Provincetown** 

Visitors' Service Board

**Meeting Minutes from** 

May 16, 2012-- 3:00 pm

**Tourism Office 330 Commercial Street** 

Members present: Mick Rudd, Chair; Jim Bakker, Vice Chair; Lynn Mogell; Marian

Peck; Michael Peregon; Rick Murray

**Members absent:** Hersh Schwartz (excused)

Meeting was called to order at 3 pm

Staff: Bob Sanborn; Radu Luca; Jackie Kelly

Others: Candy Colins-Boden

# Agenda:

#### 1. Public Statements

- a. Candy and all present welcomed Lynn Mogell, our new Board member
- b. Candy spoke about Campus Provincetown, and its re-energized mission to function as an umbrella for various classes and instruction in Provincetown. They offer a \$500 membership fee to teaching organizations, and a \$250 affiliate fee to all others; each comes with a full page ad in their catalog.

Motion: Move to approve \$250 to join Campus Provincetown as an affiliate member.

Motion: Marian Peck Second: Mike Peregon 6-0-0

### 2. Tourism Director's report

- A. Approval of media placements, brochures, trade shows
- ➤ Cape Cod Life: produces an annual Art issue in July. We took an ad out last year. They're offering the same price of \$500 for a ¼ page ad.

Motion: Move to approve up to \$1,000 for a half-page ad in Cape Cod Life.

Page 2
Meeting Notice

Motion: Jim Bakker Second: Mike Peregon 6-0-0

Observer is offering half page ad for \$1,100 in their Summer Fun and Weekend Getaway Guide, available in NYC 250+ Starbucks locations and on-line.

Motion: Move to not recommend ad placement in Observer.

Motion: Rick Murray Second: Marian Peck 6-0-0

Yankee Magazine is offering a reduced rate of 1/3 page ad for \$2,952 in its Fall Foliage September/October issue, and an additional \$500 for 100,000 web impressions.

Motion: Move to approve up to \$3,452 for ad/web impressions in the Sept/Oct issue of Yankee magazine.

Motion: Mike Peregon Second: Jim Bakker 4-1-1 (Marian Peck)

We have a unique opportunity to attract more of the group tour market by hosting the ABA Board meeting in September. Hosting sponsorships are \$1,000, and Patti Lloyd from Cape Cod Chamber is requesting we be one of the sponsors.

Motion: Move to approve \$1,000 to sponsor the ABA Board Meeting in September.

Motion: Jim Bakker Second: Rick Murray 6-0-0

➤ In the Path of the Pilgrims brochure: The Board requested shipping estimates for this brochure. For 30,000, the original printer's quote is \$5,175, which includes shipping, and the other printer's quote is \$4,175 for 30,000 and shipping is \$240.

Motion: move to approve \$4,175 plus \$240 for shipping, for 30,000 copies of the brochure In the Path of the Pilgrims.

Motion: Rick Murray Second: Mike Peregon 6-0-0

Bob noted that Rhode Island now recognizes same sex marriages performed out of state (although they still do not allow same-sex marriages to be performed within the state). Similar situations in other states in the past resulted in a surge of marriages here in Provincetown, as couples from those states married here, knowing that they would retain their legal status upon returning home. Bob suggested this could be an opportunity to advertise in Rhode Island.

Motion: Move to approve \$788 for full page ad in Get Rhode Island magazine pride issue.

Motion: Rick Murray Second: Marian Peck 6-0-0

Page 3
Meeting Notice

Motion: Move to approve \$1,000 for full page ad in Out in Maine magazine pride

issue.

Motion: Rick Murray Second: Marian Peck 6-0-0

B. VSB Administration

Unspent Marketing budget for FY2012:

\$76,000 Funds available as of last meeting

(\$1,295) Early bird registration to ABA Marketplace

(\$4,000) Best Read Guide

(10,000) Incremental increase to FY2013 Co-op Grants to Chamber/PBG

(16,000) Potential incremental increase to FY2013 PR Firm Contract

(7,000) Potential incremental increase to FY2013 Graphic Artist Contract

(10,000) Potential contract to FY2013 Photographer contract

(400) Table skirt for trade shows

\$27,305 Remaining

- Meeting with BOS on May 29<sup>th</sup> to request approval for FY2013 Tourism Grants and Co-op Marketing Grants with Chamber/PBG. Reconfirming attendees are Bob, Mick, Rick and Marian, so we will not post as a joint meeting because less than quorum. Mick advised that he will not be able to attend the BoS meeting. Rick agreed to speak for the VSB, if need be.
- RFPs for PR Firm, Graphic Artist and Photographer are out with a deadline of June 7 for submission. We will use meeting of June 20 to review submissions. Based on VSB recommendation, we'll need to get ratification from BoS, so there may be a short gap in service. Suggest getting on BoS Agenda for last meeting in June to approve recommendations for RFPs.
- ➤ VSB will have a special meeting on June 11 at 1pm to review the RFP applications, and we will then ask the successful applicants to interview on June 18 at 11am. Decisions will be made on June 20 at the regular VSB meeting, and those decisions will be brought to the BoS meeting on June 25 for ratification.
- ➤ We have about \$22,000 (including \$15,000 from the VSB) for the Fourth of July Fireworks, but need another \$6,000. All donations are welcome.

## Social Media Update (Radu Luca)

#### Facebook Stats (4/15 - 5/12):

~ 15, 044 fans and 👚

~ 1,201 fans "talking" about Provincetown at any given time 👚

- weekly reach: 27, 169

- friends of fans: 4,821, 555 👚

• Page 4 Meeting Notice

## "Like" sources:

- 127 on Page
- 81 Facebook Recommendations
- 33 Ads and Sponsored Stories

Source: Facebook-Page Insights for Provincetown (May, 14)

## **Social Media General:**

- Twitter: 1,086 followers and 👚
- Google+
- Pinterest
- Foursquare

## Blogging

- Blogspot
- 3. Art in Windows: not discussed
- 4. Approval of Minutes: None
- 5. Old Business: None
- 6. New Business: None

Meeting was adjourned at 4:45 pm

Respectfully submitted,

Jackie Kelly