

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from May 21, 2014, 3:00 pm  
Tourism Office, 330 Commercial Street**



**Members present:** Mick Rudd – Chair, Jim Bakker- Vice Chair, Hersh Schwartz, Cathy Nagorski, Marian Peck, Rick Murray.

**Members absent:** Mike Peregon- excused.

**Meeting was called to order at 3:00 pm by Mick Rudd.**

**Staff:** Anthony Fuccillo, Radu Luca.

**Others:**

**Agenda:**

1. Public Statements—Five minutes maximum. Board members are not obligated to respond to Public Statements.

None.

2. Requests: Discussion dependent. Motions may be made. Votes may be taken.

- a. Michael Goff – Towleroad presented a sponsorship package for Provincetown.
- b. Trash barrels in the East End. Michael Peregon is absent. Item tabled.

3. Tourism Director's report

- A. Approval of media placements, brochures, trade shows-- Tourism Director recommends media placements, brochures and other collateral to promote and market Provincetown as a tourism destination, or town representation in trade shows. Discussion dependent. Motions may be made. Votes may be taken.

- **Comcast Summer Campaign:** June, July, August - Cape Cod, Plymouth County, South Shore Metro Boston, Western Suburbs, North Shore all the way to MA/NH boarder. Ad

runs in left margin of Comcast email users and top left of Comcast website – Cost is \$100 weekly for 15 weeks – Ads click through to website – Included is a 30 second commercial spot on 36 Comcast networks – Best available spots – Provincetown slideshow with script by Marmillion

**Move to approve \$1,500 for Comcast Spotlight Summer Campaign**

**Motion: Hersh Schwartz                      Second: Rick Murray                      6-0-0**

- **Art News:** Advertorial spread in the Summer issue – Top 200 collectors – Follow up to last years spread

**Move to approve \$7,300 for two-page spread in Art News.**

**Motion: Jim Bakker                      Second: Marian Peck                      6-0-0**

- **TOWLEROAD:** Un updated presentation with pricing and TOWLEROAD media kit has been provided – I spoke with Michael Goff to clarify a few items – The entire package being offered to Provincetown has a price of \$41,000 – The direct advertising/3 million impressions has a value of \$21,000 – The ads will be an assortment of all three sizes offered – There are three advertising products, Premium Anchor, Standard Anchor, Run of Net – the 3 million impressions will receive best available – The updated proposal is attached

**Move to approve \$15,000 for the Towleroad summer camp marketing and advertising package with the stipulation that Towleroad is to work with our PR Firm to achieve as many news and editorial related articles as possible.**

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

B. VSB Administration: Discussion dependent. Motions may be made. Votes may be taken.

- **Marmillion + Company Contract:** Subject to approval of Board of Selectmen

**Move to approve \$40,000 to renew Marmillion + Company contract for fiscal year 2015.**

**Motion: Hersh Schwartz                      Second: Jim Bakker                      6-0-0**

- **Ellsworth Creative Contract:** Subject to approval of Board of Selectmen -

**Move to approve up to \$15,000 to renew Ellsworth Creative contract for fiscal year 2015.**

**Motion: Hersh Schwartz                      Second: Jim Bakker                      6-0-0**

- **Board of Selectmen Agenda 27 May:** 2015 Tourism Grants, PR firm contract, Graphic Designer contract
- **Summit Discussion:** While fresh would like to discuss summit – Schedule next summit

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4. Board Members' Statements: Comments from Board Members. Discussion dependent. Motions may be made. Votes may be taken.

Jim Bakker- none

Hersh Schwartz- none

Rick Murray – none

Cathy Nagorski - none

Mick Rudd - none

Marian Peck- none

5. Approval of Minutes. Motions may be made. Votes may be taken.

**Move to approve the minutes from 5.7.2014.**

**Motion: Hersh Schwartz                      Second: Rick Murray                      6-0-0**

**Move to adjourn.**

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

Meeting was adjourned at 4:00 pm.

Respectfully submitted,  
Radu Luca