

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from November 19, 2014, 3:00 pm  
Tourism Office, 330 Commercial Street**



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

**Members absent:**

**Meeting was called to order at 3:00 pm by Cathy Nagorski.**

**Staff:** Anthony Fuccillo, Radu Luca

**Others:** Lynn Mogell – Women Innkeepers

**Agenda:**

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

Lynn Mogell – presented a recap of the 30<sup>th</sup> Women’s Week in Provincetown. WW had some mixed results, community dinner sold out, but some other events were less attended than they had been in the past. About 2,000 participants attended and the entertainment component attracted women to come.

There were mixed results for accommodation owners as well. There is a shift from guesthouses to condos that charge off-season rates in October. Women would stay in Truro or in a house they found on HomeAway.com or similar sites. Will try to incent people to stay in Ptown, like VIP packages, etc. in the process of trying to make it better and increase numbers for next year.

Hersh Schwartz suggested shortening the event to a long weekend instead of an entire week, like in the past. LM said WW doesn’t include Columbus Day weekend in the dates, but women still come over Columbus Day Weekend for Women’s Week events, the answer

is not to shorten it but to freshen it up with new events during the week, small women meet-ups, etc.

Rick Murray suggested staff to get in touch and follow up with Andrea Meyerson regarding the VSB-sponsored Women's Week documentary film. Thinks we should focus on the 30-50 year - old demographic.

Bob Sanborn thinks it's important to get feedback after the event and is happy to hear there were 2,000 participants this year for WW. He BS agrees with the focus on programming and thinks this (women) demographic is important to Provincetown and is healthy to better market target this demographic.

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

None

3. Tourism Director's report

- A. Approval of media placements, brochures and 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.

- **Curve Magazine:** Place two 1/3 page vertical print ads next to editorial at \$1,566.34 each - Includes 25,000 leaderboard impressions - the publication is in digital format for desktop and tablet.

**Move to approve \$3,132.68 for two 1/3-page ads in Curve Magazine.**

**Motion: Rick Murray**

**Second: Marian Peck**

**Roll call vote: 7-0-0**

**Rick Murray yea**

**Marian Peck yea**

**Mick Rudd yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Bob Sanborn yea**

**Cathy Nagorski yea**

➤ <b>CURVE MAGAZINE 2015</b>	➤ <b>COST</b>
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- **New England Travel Planner:** A Division of Transcontinental Travel Media Group – Half Page ad and 100 word editorial in East Coast Traveler (print and digital) Massachusetts has a 12 page section in 2015 – Link from their website to ptowntourism.com – Experience New England Road Show – Representation and Brochure Distribution at nine travel shows and twelve months brochure distribution at the Quebec Welcome Center - Representation at Corporate Travel Days Show in Montreal

**Move to approve \$2,260 plus CDN taxes for New England Travel Planner package.**

**Motion: Mick Rudd**

**Second: Jim Bakker**

**Roll call vote: 7-0-0**

**Rick Murray yea**

**Marian Peck yea**

**Mick Rudd yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Bob Sanborn yea**

**Cathy Nagorski yea**

- **Destinations:** American Bus Association publication used by Receptive operators and Operators to develop motor coach itineraries – Place a half page ad in Jan/Feb issue of Destinations in tandem with the ABA Market Place January 2015 – Publication is both print and digital - Provincetown Tourism Office will have a listing in the publication and on the ABA website

**Move to approve \$2,410 for Destinations Magazine, American Bus Association Group Travel, publication.**

**Motion: Hersh Schwartz**

**Second: Mick Rudd**

**Roll call vote: 7-0-0**

**Rick Murray yea**

**Marian Peck yea**

**Mick Rudd yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Bob Sanborn yea**

**Cathy Nagorski yea**

- **Cape Cod Travel Guide:** Annual publication - Place 1/6 page print ad, 12 month banner ad and 12 month tile ad on capecodtravelguide.com

**Move to approve \$1,525 in the Cape Cod Travel Guide.**

**Motion: Mick Rudd**

**Second: Hersh Schwartz**

**Discussion:** Marian Peck thinks the ad is too small and it should be bigger.

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Bob Sanborn also thinks the ads the ad needs to be bigger and possibly do a co-op with the Provincetown Chamber.

The VSB decided to table this item. Mick Rudd and Hersh Schwartz withdrew their motion and second, respectively.

**Roll call vote:**

**Rick Murray**

**Marian Peck**

**Mick Rudd**

**Jim Bakker**

**Hersh Schwartz**

**Bob Sanborn**

**Cathy Nagorski**

- **Boston Spirit Magazine:** Place a half page ad in three issues January through June – Be included monthly newsletter - Digital version and print magazine – Participation in appropriate events to represent Provincetown

**Move to approve \$5,400 for 3 half-page ads in Boston Spirit Magazine.**

**Motion: Marian Peck**

**Second: Jim Bakker**

**Discussion:** Bob Sanborn thinks that we should have presence in this publication, since it reaches good demographics for us in Boston. It is not inexpensive, and these issues are better for us in terms of content and exposure.

**Roll call vote: 7-0-0**

**Rick Murray yea**

**Marian Peck yea**

**Mick Rudd yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Bob Sanborn yea**

**Cathy Nagorski yea**

- **PBG Guide:** PBG agreed to provide a FREE full page ad to VSB in the 2015 guide

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

- **HRC Survey:** Year three – Provincetown scored 70 – I have sent a communication to Boston Globe for the posture taken in the editorial about our town without contacting us – Last year Boston Spirit Magazine chose to speak to us first to have our feedback and take on the survey
- **Tourism Office Face Lift:** The work has begun – they will begin with the stairwell corridor and entrance and then the office interior – By late winter/early

*more*

spring it will be completed – It may be necessary to have some of the VSB meetings in the town hall, if we do we will give you ample notice of the location

- **Five Year Plan Meeting BoS:** December 1 at 5pm – A special meeting has been scheduled to make up for the canceled meeting in November – This is not going to be a joint meeting, therefore a quorum is not needed.

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

Hersh Schwartz – none

Rick Murray – none

Cathy Nagorski – none

Marian Peck – heard wonderful things about the first 2020 meeting, there is buzz around town, and would like to congratulate staff for putting that on.

Jim Bakker – would like to follow up on the idea of having a kiosk in front of the tourism office and what that would entail.

Bob Sanborn – regarding the kiosk, we could possibly use the kiosk that the Portuguese Festival uses for the event.

Mick Rudd – none

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

**Move to approve the minutes from 11.5.2014.**

**Motion: Hersh Schwartz**

**Second: Jim Bakker**

**Roll call vote: 7-0-0**

**Rick Murray yea**

**Marian Peck yea**

**Mick Rudd yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Bob Sanborn yea**

**Cathy Nagorski yea**

**Move to adjourn.**

**Motion: Hersh Schwartz**

**Second: Rick Murray**

**Roll call vote: 7-0-0**

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**Rick Murray yea**

**Marian Peck yea**

**Mick Rudd yea**

**Jim Bakker yea**

**Hersh Schwartz yea**

**Bob Sanborn yea**

**Cathy Nagorski yea**

Meeting was adjourned at 4:20pm.

Respectfully submitted,

Radu Luca