

**Town of Provincetown
Visitor Services Board
Meeting Minutes from January 4, 2016, 9:00 am
Judge Welsh Room, Town Hall
260 Commercial Street**



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

Members absent:

Meeting was called to order at 9:00 am by Jim Bakker.

Staff: Anthony Fuccillo, Radu Luca

Others: Ilene Mitnik – Roux Provincetown, Lynn Mogell – Women Innkeepers, Devan Atenian, Melinda Baker – both Cape Cod Broadcasting Media

Agenda:

1. Public Statements

Lynn Mogell – spoke on the review point matrix system for the tourism grants and would like to make a suggestion in regards to the time of year the event takes place and reconsider the definition of an event that takes place when tourism is needed.

2. 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.

Tony Fuccillo would like to thank everyone involved in First Light Provincetown and for making it a successful event.

- **IGLTA Membership:** \$745 for annual membership renewal.
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Move to approve \$745 for the annual International Gay & Lesbian Travel Association (IGLTA) membership renewal.

Motion: CN Second: HS

Roll call vote: 7-0-0. Motion carries.

BS yea

RC yea

MP yea

RM yea

JB yea

CN yea

HS yea

- **Boston Concierge Membership:** \$275 for annual GBCA membership renewal.

Move to approve \$275 for the Greater Boston Concierge Association membership renewal fee.

Motion: RM Second: CN

Roll call vote: 7-0-0. Motion carries.

BS yea

RC yea

MP yea

RM yea

JB yea

CN yea

HS yea

- **Boston Globe Travel Consumer Show:** At the last meeting a board member asked to reconsider this show.

- We are already committed to the WDC Travel & Adventure show on the same dates, 19-21 February
- If we proceed we will identify, logistically, how to accomplish both
- The booth cost for the Boston Globe Travel Show is \$1,500

Move to approve \$1,500 plus travel and shipping expenses for the Boston Globe Travel Show.

Motion: RC Second: CN

Discussion: CN strongly believe we should have a presence at the show. RM advised staff to reach out to stakeholders and tourism partners to attend this show as well as the WTC show. CN asked whether we had materials available to bring to both shows at the same time. RC offered to help with the Boston Globe show.

Roll call vote: 7-0-0. Motion carries.

BS yea

RC yea

MP yea

RM yea

JB yea

more

CN yea

HS yea

➤ **New England Tourism Center:**

“The New England Tourism Center is a destination-marketing organization that is committed to providing New England regions and tourism associations’ access to various low cost marketing vehicles in an effort to help promote themselves throughout Canada and the United States markets.

Our services are comprised of carefully selected marketing projects that focus on both the consumer and travel industry through projects such as brochure distribution, e-marketing, travel agent training, advertising, incentive travel, promotions and targeting the media.

We invite you to look through our website and see how we can help you to bring more Business to USA”

We participate in the following:

- Listing on New England Tourism website ne-tc.com linking to PtownTourism.com
- Brochure distribution and representation at 10 travel shows in Toronto, Quebec and Montreal
- Distribution of Calendar, Provincetown Chamber Guide and PBG Guide at the Quebec Welcome Center
- Representation at two corporate travel New England Road Shows, spring and fall
- Half page ad in the East Coast Traveler – 50 words of text about destination
- East Coast Traveler magazine is on ne-tc.com as a digital flip through publication

Move to approve \$2,050 plus Canadian tax and shipping and handling fees for New England Tourism Center.

Motion: MP Second: HS

Discussion: CN asked whether the Cape Cod Chamber was planning on renewing their membership this year. RC thinks this is good timing, there were Canadians filming in Provincetown and would be great if the two tied in together.

Roll call vote: 5-2-0. Motion carries.

BS yea

RC yea

MP yea

RM yea

JB yea

more

CN yea

HS yea

- **Tradeshow Materials:** Updating the tradeshow booth mural/roll-ups/new table top roll-ups
 - 8 high graphics is \$2885
 - 2 three quad end caps \$810
 - 4 Media Screens (double sided) \$2995
 - 6 roll up tabletop graphics \$936

Move to approve \$7,626 plus shipping & handing and production-related expenses for trade shows materials.

Motion: CN Second: HS

Discussion: CN recommended the board saw the materials before they went to print. Asked whether materials from recent photo shoots will be utilized in the materials. She suggested we used images that reflected other seasons as well, not just summer. Would like staff to reached out to Lynette Molnar and Provincetown for Women for images. Staff suggested the image used in the 2016 Events Calendar is appropriate not only for the LGBT market but for general audience as well. RM would like all LGBT segments to be represented and thinks we should have budgeted for a photographer during First Light Provincetown, which was a widely successful event.

Roll call vote: 7-0-0. Motion carries.

BS yea

RC yea

MP yea

RM yea

JB yea

CN yea

HS yea

- **Summer Guide Cape Cod:** Page 3 has been reserved, next to the Table of Contents and Welcome from the Editor – We receive a 30% non-profit discount

Move to approve \$1,050 for Summer Guide Cape Cod.

Motion: RC Second: CN

Discussion: CN asked how this compares to Best Read Guide Cape Cod. BRG is a monthly publication. Staff responded this is a one-time publication for the summer.

Roll call vote: 5-2-0. Motion carries.

BS yea

RC yea

MP yea

RM yea

JB yea

CN yea

HS yea

- **Cape Cod Broadcasting Media:** Retargeting Campaign – Proposal for WDC – Proposal attached

The neighborhoods we'll target are:	Here's how we've prioritized ad networks:
1. Adams Morgan	1. LGBTQA
2. Capitol Hill/Capitol Riverfront	2. Travel
3. Downtown	3. Nightlife
4. Dupont Circle/Kalorama	4. Women 25-54
5. U Street/Shaw/Logan Circle	5. Arts & Entertainment
6. Foggy Bottom	Prioritized behavioral networks:
7. Georgetown	1. LGBTQA
8. Lafayette Square	2. Tourist Destinations
9. Southwest/Waterfront	3. Beaches & Islands
10. Woodley Park/Cleveland Park	4. Ecotourism

Move to approve \$15,000 for Cape Cod Broadcasting Media advertising package February through April 2016.

Motion: RM Second: HS

Discussion: CN asked how would the user avoid being retargeted after conversion, since our website is not an e-commerce website. MP noticed there's nothing pertaining to the Arts in the proposal. RM Provincetown is the birthplace of Modern American Theater. CCB Media assured the VSB the campaign could be tweaked to fit the Town's needs. CN asked whether this campaign could be changed, but CCB recommended the campaign remained consistent throughout the 3-month period. TF suggested we combined different categories together and possibly revise them. We can use different ads on different networks. CN suggested the VSB saw the ads before they went to CCB in each category.

Roll call vote: 7-0-0. Motion carries.

**BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea**

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

ROOM OCCUPANCY TAX COLLECTED								
	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
September	\$429,018	\$402,379	\$560,266	\$694,685	\$751,002	\$803,236	\$849,508	\$863,927
December	\$497,247	\$497,903	\$688,759	\$749,600	\$780,503	\$870,207	\$942,922	\$1,014,238
March	\$41,718	\$44,754	\$193,168	\$95,434	\$73,062	\$82,101	\$80,944	\$80,944
June	\$54,745	\$50,144	\$75,405	\$96,199	\$132,389	\$96,341	\$106,894	\$106,894
TOTAL	\$1,022,728	\$985,180	\$1,517,598	1,635,918	\$1,736,976	\$1,851,885	\$1,980,268	\$2,066,003
% Δ LY	-2.13%	-3.67%	*54.04%	7.80%	6.20%	6.62%	6.93%	4.33%
* Tax rate change								*projected

- **2nd Quarter Room Occupancy Tax \$1,014,238:**
 - The room occupancy tax payment is for the months of August, September and October and is an increase of 7.6% from the \$942,922 received in the second quarter for FY 15.
 - Fiscal year to date receipts of \$1,878,166 are an increase of \$85,736 (+4.8%) over the \$1,792,430 received for the same period last fiscal year.
 - Updated fiscal 2016 projection \$2,066,033 4.3% increase over 2015

- **Meals Tax \$260,733:**
 - The meals tax payment is also for the months of August, September and October and is an increase of 3.1% from the \$252,871 received in the second quarter for FY 15.
 - Fiscal year to date receipts of \$511,161 are an increase of \$23,738 (+4.9%) over the \$487,423 received for the same period last fiscal year.

- 3. Revision of Tourism Grant Criteria Matrix. Discussion dependent. Motions may be made. Votes may be taken (Requested by Jim Bakker).

CN clarified the amount of the award is still discretionary to the board; this matrix is more a quantifying tool for the VSB.

BS does not agree with the block grants concept. Understands the point of expediency, but as a board we need to understand how the funds will be spent, organizations need to specify how they will spend the funds.

This item was tabled until the next meeting.

- 4. Revision of Tourism Grant Agreements. Discussion dependent. Motions may be made. Votes may be taken (Requested by Jim Bakker).

CN and RM suggested the VSB added into the grant agreement the representatives showed up before the VSB with a report upon the completion of the event.

DP suggested the Town had some control over the collateral produced and that should be included in the agreement.

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This item was tabled until the next meeting.

5. Discussion of FY17 Tourism Grant Applications. Discussion dependent. Motions may be made. Votes may be taken (Requested by Jim Bakker).

Move to close out \$1,000 in unused grant money from FY15.

Motion: RM Second: HS

Roll Call vote: 7-0-0. Motion carries.

BS yea

RC yea

MP yea

RM yea

JB yea

CN yea

HS yea

Move to close out \$413 in unused grant money from FY16.

Motion: HS Second: RM

Roll Call vote: 7-0-0. Motion carries.

BS yea

RC yea

MP yea

RM yea

JB yea

CN yea

HS yea

Move to allocate \$1,413 in unspent grant money from FY15 and FY16 Tourism Grant Budget.

Motion: RM Second: CN

Roll call vote: 7-0-0. Motion carries.

BS yea

RC yea

MP yea

RM yea

JB yea

CN yea

HS yea

Motion to temporarily adjourn.

Motion: MP Second: HS

Roll call vote: 7-0-0. Motion carries.

BS yea

more

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RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Meeting was temporarily adjourned at 10:30 am.

Motion to reconvene.

Motion: MP Second: HS

Roll call vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Meeting was reconvened at 10:45 am.

RM would like to disclose that the majority of these events affect his business, but he does not produce or fund these events. The space is always donated and there is no financial gain. Also, CN works for the C&A, but represents the Women Innkeepers of Provincetown.

JB discloses he is the President of the Provincetown Art Association and Museum (PAAM), but he has no financial gains from these grants.

The VSB discussed each grant application individually.

Move not to recommend a grant for Paints the Race in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

RC yea
MP yea
RM yea
JB yea
CN yea
HS yea
BS yea

Awards:

Move to recommend a tourism grant to Afterglow for \$5,500 in FY17.

more

Motion: MP Second: RC
Roll Call Vote: 7-0-0. Motion carries.
BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Cabaret Fest for \$3,400 in FY17.

Motion: MP Second: RC
Roll Call Vote: 7-0-0. Motion carries.
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea
BS yea

Move to recommend a tourism grant to Center for Coastal Studies for \$4,000 in FY17.

Motion: MP Second: RC
Roll Call Vote: 7-0-0. Motion carries.
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea
BS yea

Move to recommend a tourism grant to Dead Silence for \$2,000 in FY17.

Motion: MP Second: RC
Roll Call Vote: 7-0-0. Motion carries.
BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Encaustics Conference for \$2,000 in FY17.

Motion: MP Second: RC
Roll Call Vote: 7-0-0. Motion carries.

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BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Family week for \$1,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

RC yea
MP yea
RM yea
JB yea
CN yea
HS yea
BS yea

Move to recommend a tourism grant to Fantasia Fair for \$3,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Fine Arts Work Center (FAWC) for \$4,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Provincetown International Film Festival (PIFF) for \$17,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea

more

RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Flag Football Kate Clinton Classic for \$1,000 in FY17.

Motion: MP Second: RC
Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to National Gay Pilots Association Cape Cod Classic (NGPA) for \$1,000 in FY17.

Motion: MP Second: RC
Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Girl Splash for \$7,500 in FY17.

Motion: MP Second: RC
Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Great Provincetown Schooner Regatta (GPSR) for \$7,000 in FY17.

Motion: MP Second: RC
Roll Call Vote: 7-0-0. Motion carries.

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BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Great Music on Sundays @5 for \$3,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Holly Folly for \$6,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Mates Leather Weekend for \$4,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

RC yea
MP yea
RM yea
JB yea
CN yea
HS yea
BS yea

Move to recommend a tourism grant to Miss Gay MA US of A for \$3,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea

more

RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Mr. New England Leather for \$3,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to New Year's Eve for \$6,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Outer Cape Chorale for \$2,500 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Provincetown Art Association and Museum (PAAM) for \$4,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea

MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Peregrine Theater Ensemble for \$2,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Pet Film Festival for \$500 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Pilgrim Monument and Provincetown Museum for \$4,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Provincetown Portuguese Festival for \$6,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea

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RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Provincetown 10K Race for \$1,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Provincetown Dahlia Show for \$1,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Provincetown Dance Festival for \$2,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Provincetown Inspiration Weekend for \$1,500 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea

CN yea
HS yea

Move to recommend a tourism grant to Provincetown Theater Foundation for \$4,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Recycling Committee for \$500 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Ribbons Film Release for \$1,500 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Single Women's Weekend for \$5,500 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea
RC yea
MP yea
RM yea
JB yea
CN yea
HS yea

Move to recommend a tourism grant to Swim for Life & Paddler Flotilla for \$2,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea

RC yea

MP yea

RM yea

JB yea

CN yea

HS yea

Move to recommend a tourism grant to Provincetown Tennessee Williams Theater Festival for \$9,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea

RC yea

MP yea

RM yea

JB yea

CN yea

HS yea

Move to recommend a tourism grant to The Mood Swing Concert for \$1,500 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea

RC yea

MP yea

RM yea

JB yea

CN yea

HS yea

Move to recommend a tourism grant to Winter Weekends for \$4,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea

RC yea

MP yea

RM yea

JB yea

CN yea

HS yea

Move to recommend a tourism grant to Women of Color for \$6,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea

RC yea

MP yea

RM yea

JB yea

CN yea

HS yea

Move to recommend a tourism grant to Women's Week for \$10,000 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea

RC yea

MP yea

RM yea

JB yea

CN yea

HS yea

Move to recommend a tourism grant to WorldFest for \$513 in FY17.

Motion: MP Second: RC

Roll Call Vote: 7-0-0. Motion carries.

RC yea

MP yea

RM yea

JB yea

CN yea

HS yea

BS yea

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

RM strongly disagrees with HS's statement at the 12.1.15 meeting that certain members of the VSB and the public were out of line at the October VSB meeting; believes it was a lively and productive conversation among VSB members and between the VSB and the audience.

CN would like to clarify her board member statement from 12.1.15 regarding the funding for First Light Provincetown. Looking ahead, CN inquired about funding for FLP 2016 – 2017.

Move to approve the minutes from 12.1.2015.

Motion: HS Second: RC

more

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Roll Call Vote: 7-0-0. Motion carries.

BS yea

RC yea

MP yea

RM yea

JB yea

CN yea

HS yea

Move to adjourn.

Motion: HS Second: RC

Roll Call Vote: 7-0-0. Motion carries.

BS yea

RC yea

MP yea

RM yea

JB yea

CN yea

HS yea

Meeting was adjourned at 13:15 pm.

Respectfully submitted,

Radu Luca