

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from March 15, 2016, 3:00 pm  
Town Hall, Judge Welsh Room  
260 Commercial Street**



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

**Members absent:**

**Meeting was called to order at 3:04 pm by Jim Bakker.**

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

**Others:** Edward Atwood – PBG, Lynette Molnar – Provincetown For Women, David Yates – Crowne Pointe

**Agenda:**

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

Eddie Atwood – handed list of donations that PBG membership donated for 3 trade shows: Boston Concierge Association, Boston Spirit Networking Event and Gay Days Orlando. Also, new PBG PLNE 2016 is out and includes the complimentary VSB ad.

For the record, Jim Bakker read out all the donations for the 3 shows.

Lynette Molnar – would like to thank the VSB for supporting the LGBT Expo this past weekend and also acknowledged the following organization for donating funds and supporting this endeavor: Bay State Cruise Company, Provincetown for Women, Women Innkeepers, Chamber of Commerce, Tourism Office Staff - Tony and Radu, Anna Meade, Nadine Licostie.

2. Requests: Discussion dependent. Motions may be made. Votes may be taken.
3. Tourism Director’s report. Discussion dependent. Motions may be made. Votes may be taken.

**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.**

- **Gay & Lesbian Review/Worldwide:** Combined ½ page ads and back cover ads
  - The VSB previously voted to place 6 half page ads for \$3,750
  - During discussion it was suggested we look into the availability and rate for the back cover
  - The back cover is available for the Jul/Aug Sep/Oct & Nov/Dec issues

GAY & LESBIAN REVIEW		
ISSUE	AD SIZE	RATE
May/Jun	1/2 Page	\$600
Jul/Aug	Back Cover	\$1,240
Sep/Oct	Back Cover	\$1,240
Nov/Dec	Back Cover	\$1,240
Jan/Feb	1/2 Page	\$600
Mar/Apr	1/2 Page	\$600
Total		\$5,520
Less 10%		\$4,968

**Move to rescind motion from February 16, 2016 to approve \$3,750 for Gay & Lesbian Review/Worldwide.**

**Motion: HS                      Second: CN**

**Discussion:** MP asked whether we could have the back cover starting with the January issue.

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

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

**Move to approve \$4,968 for Gay & Lesbian Review/Worldwide.**

**Motion: HS                      Second: CN**

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

**CN yea**

**HS yea**

**JB yea**

**MP yea**

**RC yea**

**BS yea**

**RM yea**

- **Out Film CT:** Silver Sponsor of the 2016 LGBT film festival



Your sponsorship also makes good business sense!

29<sup>th</sup> Connecticut LGBT Film Festival  
June 3 – 11. 2016

- *Introduce your valuable business services to over 2,000 attendees during the 9-day festival.*
- *Research has shown that LGBT audiences are keenly aware of and very loyal to businesses and organizations that support the community and causes they care about.*
- *The affluent audience ranges from 25 to 55 years of age, with AHI of \$125,000*
- *We understand that it is important for you to make your advertising dollars really count.*
- *The Connecticut LGBT Film Festival is the state's largest LGBT cultural event, spanning nine days, with visitors from all over Connecticut and bordering states.*
- *Our social media promotional efforts promote your business to our growing audience*
- *Truly a unique opportunity, advertising with Out Film CT offers a showcase of your support coupled with increased awareness and good will for your company or organization.*

Silver Sponsor
\$1,000+
Full Page B/W* Ad in Program Book
15 Complimentary Tickets
Listing in Program Book and Website Link
Listing on 3' x 8' Display Banner at Event
Logo Displayed On-Screen before each Screening
Logo Displayed on website for the entire year
*Ads can be upgraded to color for an additional fee

**Move to approve \$1,100 for Out Film CT Silver Sponsorship.**

**Motion:** HS                    **Second:** CN

**Discussion:** MP would like to run a contest to raffle off the complimentary tickets. CN would like Staff to reach out to the PIFF and coordinate efforts.

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

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

➤ **LGBT Travel Directory:**

- A CMI publication working with the ILGTA
- 15,000 directories are distributed consumers, travel agents, meet planners, media/press, LGBT event directors
- As members we receive a 50% discount for a full page advertorial and full page display ad
- LOGO and listing to provide link to website
- Publication is also in digital format

## **Community Marketing & Insights**



## **Connecting our clients to the LGBT communities since 1992.**

- The facts are plain: As a “niche” market segment, LGBT consumers have a significant amount of discretionary income. Most critically, their dollars go to product and service suppliers that recognize their unique buying preferences and offer them differentiated value.
- Community Marketing & Insights (CMI) has been helping industry leaders master the subtleties of this market since 1992. Whether your organization is just learning about the market or is updating its strategy, CMI can accelerate your plans, reduce your risks and deliver measurable results.
- Because LGBTs comprise a “slice” of the world’s population, you’ll find markets for singles, couples and families in every ethnicity, age and gender. And you’ll find a world of diverse interests, everything from rodeo to golf to snowboarding, from outdoor adventure to mega-parties to theatre. And budget to ultra-deluxe. CMI’s proven, powerful portfolio of services helps identify, quantify and deliver your targeted markets.

**Move to approve \$1,000 for a two-page spread in CMI LGBT Travel Directory.**

**Motion: RM                      Second: HS**

**Discussion: none**

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

**CN yea**

**HS yea**

**JB yea**

**MP yea**

**RC yea**

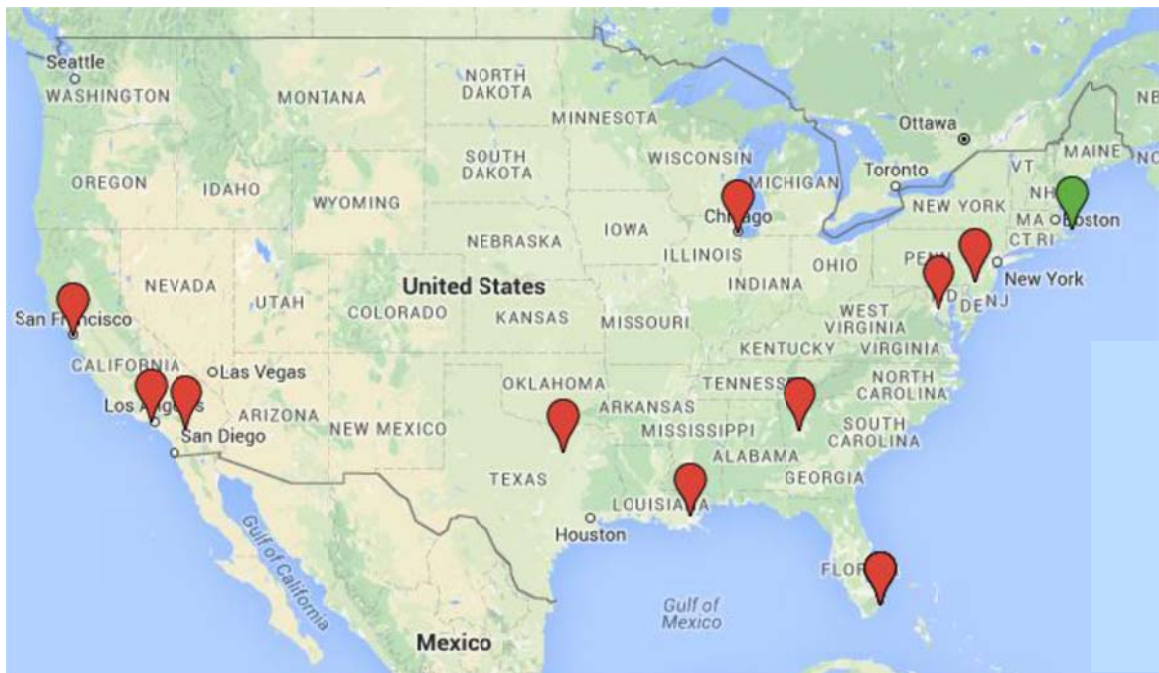
**BS yea**

**RM yea**

➤ **WBZ GEO Farming:** A human geographical targeting campaign.

- [Display advertisement](#) where banner or other multimedia ads are selected to be displayed based on the visitor's location
- Target people who have attended specific events over the past twelve months
- Send them a Provincetown ad specific to the lifestyle of the event attended
- The ads are imbedded in the feed of digital newspapers and blogs.
- Ads are delivered to handheld personal devices and tablets.

<b>GEO - FARMING</b>	
<b>EVENTS</b>	
Art Basel Miami	12.15.15
Atlanta Pride	10.10.15
Capital Pride	6.13.15
Chicago Pride	6.28.15
Dallas Pride	9.20.15
LA WeHo Pride	6.14.15
Miami Pride	4.10.16
NOLA Pride	6.20.15
Palm Springs	11.7.15
Philadelphia Pride	6.14.15
San Francisco Pride	6.28.15
White Party Miami	11.28.15
Winter Party Miami	3.5.16





## **CBS Mobile+ (\$11cpm)**

*MOBILE GEO-FARMING (past year)*

**300,000** impressions \$3,300

75,000 mobile banner impressions served per week

4 week campaign

23,077 impressions per geo-farmed location

**400,000** impressions \$4,400

80,000 mobile banner impressions served per week

5 week campaign

30,769 impressions per geo-farmed location

**500,000** impressions \$5,500

83,333 mobile banner impressions served per week

6-week campaign

38,461 impressions per geo-farmed location



**Move to approve \$5,500 for CBS Mobile Digital Media.**

**Motion: MP                      Second: HS**

**Discussion:** MP asked what the difference between this campaign and what we're already doing with Cape Cod Broadcasting Media retargeting campaign. JB asked whether different ads would be tailored to cater to different demographics. CN believes digital advertising is more expensive than print and this could be an expensive campaign. BS noticed the cost of this campaign is the same price as one print ad and likes the concept and we could experiment with it. RM and RC would like to hear more information before voting on this campaign.

**Marian Peck and Hersh Schwartz would like to withdraw their motion and second, respectively.**

➤ **Massachusetts Tourist Information Center:**

- Brochure Distribution 365 Days A Year
- Open 24/7
- Route 3 at Exit 5 Plymouth MA
- \$300 for 12 months
- Breakdown to \$25 monthly

**Move to approve \$300 plus shipping for Massachusetts Tourist Information Center.**

**Motion: RM                      Second: RC**

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

CN yea  
HS yea  
JB yea  
MP yea



RC yea  
BS yea  
RM yea

## B. VSB Administration

- **Photo Shoots:** Topher Ellsworth will provide a proposal to continue the photo shoots. He will present five separate concepts with a description of each. The proposal will include the budget to complete them.
- **Restrooms:** The Town Manager and Board of Selectmen received a communication from a Provincetown resident, concerning restroom signage.

*“As a concerned citizen, I feel that we should consider new signs reflecting Gender Neutral restrooms here in Provincetown. As progressive as we are, we have to prove it. Thank you for your consideration.”*

How does the VSB feel about this, if it were to become an Agenda Item at a future Town Meeting?

### ➤ **Special Town Meeting & Annual Town Meeting Warrant Articles:**

Bundling the following four articles for a recommendation vote of the VSB. This is a meeting practice which groups routine and other non-controversial articles not necessarily requiring discussion or independent vote as separate articles.

If one or more VSB members object to voting as a bundle, one or more articles can be voted on and discussed separately.

**Article 6. Provincetown 400 Executive Director.** To see if the Town will vote to transfer \$49,688 from available funds to the Pilgrim’s Landing First Park (a 501c3 organization that is the fiduciary of Provincetown 400) for the purpose of employing a part-time executive director for Provincetown 400; or to take any other action relative thereto.

*[Requested by the Town Manager]*

**Article 4. Expenditures from the Tourism Fund.** To see if the Town will vote to transfer from the Tourism Fund the sum of \$665,000 to be expended under the direction of the Board of Selectmen and the Visitor Services Board to fund the following expenditures which market, beautify or enhance tourism in Provincetown pursuant to Chapter 178 of the Acts of 1996:

1. \$130,000 for coordination/support of the Visitor Service Board and the Tourism Department, and costs related thereto;
2. \$335,000 for marketing, and costs related thereto;
3. \$40,000 for municipal projects, and costs related thereto;
4. \$150,000 for tourism grants, and costs related thereto;

5. \$10,000 for Beautification Committee, and costs related thereto;  
or to take any other action relative thereto.

*[Requested by the Board of Selectmen and the Visitor Services Board]*

**Article 7. Room Occupancy Tax: A Home Rule Petition.** To see if the Town will vote to authorize the Board of Selectmen to petition the General Court for special legislation applying the local room occupancy tax to seasonal rentals as set forth below; provided, however, that the General Court may make clerical or editorial changes of form only to said bill, unless the Board of Selectmen approves amendments thereto prior to enactment by the General Court, and provided further that the Board of Selectmen is hereby authorized to approve amendments which shall be within the scope of the general public objectives of this petition.

AN ACT APPROVING THE APPLICATION BY  
THE TOWN OF PROVINCETOWN  
OF THE LOCAL OPTION ROOM OCCUPANCY EXCISE TO  
SEASONAL RENTAL PROPERTIES IN THE TOWN OF PROVINCETOWN

Section 1. Notwithstanding the provisions of any general or special law to the contrary, in addition to the authority to impose a local excise tax upon any transfer of occupancy of any room or rooms as may be set forth in and authorized by Chapter 64G Section 3A of the Massachusetts General Laws or other law, as the same may be amended from time to time, the Town of Provincetown shall, commencing on the first day of the fiscal year that begins after the effective date of this Act, be authorized to impose a local excise tax upon the transfer of occupancy of any room in a seasonal rental property or other transient accommodations located within said Town by any operator at the rate of up to but not exceeding 6% of the total amount of rent of each such occupancy.

Section 2. For the purposes of this chapter, all terms used herein shall, unless the context requires otherwise, have the same meanings as set forth in Chapter 64G Section 1 of the Massachusetts General Laws and as follows:

“Occupancy,” the use or possession, or the right to the use or possession, of any room or rooms in a bed and breakfast establishment, bed and breakfast home, hotel, lodging house, motel, seasonal rental property or other transient accommodation designed and normally used for sleeping and living purposes, or the right to the use or possession of the furnishings or the services and accommodations, including breakfast in a bed and breakfast establishment or bed and breakfast home, accompanying the use and possession of such room or rooms, for a period of 90 consecutive calendar days or less, regardless of whether such use and possession is as a lessee, tenant, guest or licensee.

“Seasonal rental property or other transient accommodations” shall mean any bed and breakfast home, as defined by Chapter 64G, Section 1 of the Massachusetts General Laws and any residential or commercial dwelling, dwelling unit or part thereof, unit of a condominium as defined by Chapter 183A of the Massachusetts General Laws or time-share as defined by Chapter 183B of the Massachusetts General Laws, used for the lodging of guests or invitees in exchange for rent.

Section 3. No excise shall be imposed upon for the transfer of occupancy of any

room in a seasonal rental property or other transient accommodations if the total amount of rent is less than fifteen dollars per day or its equivalent or if the accommodation, other than a bed and breakfast home, is exempt under the provisions of Chapter 64G, Section 2 of the Massachusetts General Laws.

Section 4. All operators of seasonal rental property or other transient accommodations shall be responsible for assessing, collecting, reporting and paying such local excise tax as set forth in Chapter 64G, Sections 3, 4, 5, 6 and 7A of the Massachusetts General Laws and shall be liable in the same manners as operators in Chapter 64G, Section 7B of the Massachusetts General Laws.

Section 5. This act shall take effect upon its passage; or to take any other action relative thereto. *[Requested by the Board of Selectmen and the Town Manager]*

**Article 13. Fireworks Celebration.** To see if the Town will vote to raise and appropriate or transfer from available funds the sum of \$32,000 to be expended under the direction of the Town Manager for costs associated with the July 4th and New Year's fireworks displays; or to take any other action relative thereto. *[Requested by the Board of Selectmen and the Town Manager]*

**Move to recommend passage of Article 6 at Special Town Meeting and Articles 4, 7, 13 and 21 at Annual Town Meeting 2016.**

**Motion: HS                      Second: MP**

**Discussion:** JB would also like the VSB to recommend support passage of Article 21 at Annual Town Meeting. HS believes the VSB should recommend passage. CN asked how Article 7 at Annual Town Meeting would be enforced.

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

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

➤ **Visitor Services Board Members Ethics Training & Certification:**

**Ethics:** Memo from the Town Clerks Office

Every two years all Town employees and board members are required by the Massachusetts State Ethics Commission to receive the Conflict of Interest Summary, and to have successfully completed the online training component and submit the certificate of completion to the Town Clerk. Last month information was provided to those board members who need to complete all or a portion of the State Ethics requirements. Since individuals

join boards at different times throughout the course of a year some members have already satisfied the training requirements for this period.

Attached is a list of your board members.

Items marked in yellow are items that have yet to be filed with the Town Clerk's Office.

**1. Training Certificate** is an online Ethics Training Test to be completed by all board members. At the end of the test there will be a sheet showing that the individual has completed the requirement. This sheet is to be printed out and returned to the Town Clerk's office or emailed to Doug Johnstone, Town Clerk at [djohnstone@provincetown-ma.gov](mailto:djohnstone@provincetown-ma.gov).

**2. Sworn In** is the standard oath of office also required of all board members. If this is highlighted it means that the individual has yet to be sworn in and sign his/her Appointment Certificate.

We ask that you please share this information with your board members and to remind them that State Ethics Training requirement needs to be completed.

On Tuesday, March 25<sup>th</sup> a list of residents who serve on Town boards will be submitted to the Parking Department for their use in determining who may be eligible for a discounted

2016 Resident Parking sticker. Unfortunately, individual board members who have yet to provide any of the necessary training requirements to the Town Clerk's Office, or who have yet to be sworn in to their board position, will be unable to receive the discounted Parking sticker until the requirements are fulfilled.

Thank you,  
Darlene

**Visitor Services Board**

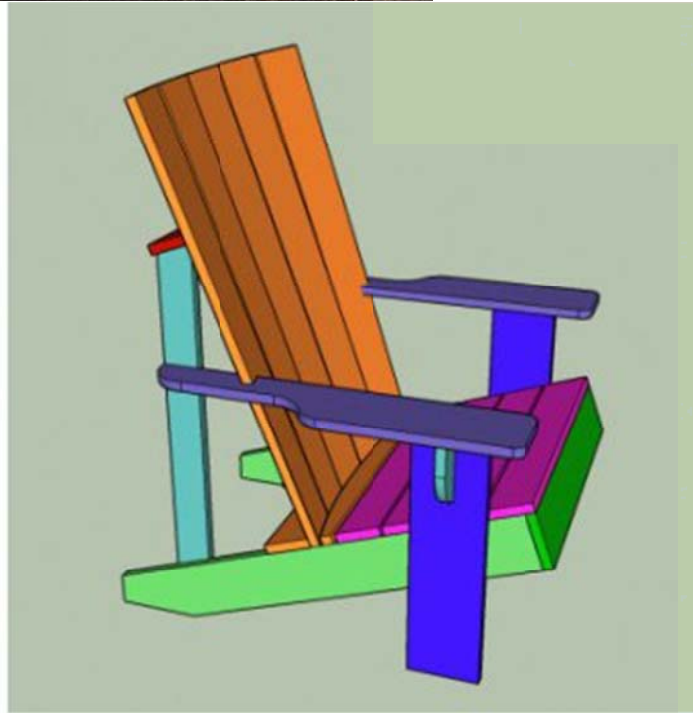
	<b>First</b>	<b>Last</b>	<b>Training Cert.</b>	<b>Sworn In</b>
1	Robert	Costa		OK
2	Richard	Murray		OK
3	Catherine	Nagorski		OK
4	Marian	Peck, Vice Chair		OK
5	Rita "Hersh"	Schwartz	OK	OK
6	James	Bakker, Chair	OK	OK
7	Robert	Sanborn		OK

➤ **Adirondack Chair Social Media Opportunity:**

- The viral photo possibility through social media was brought up at the last VSB meeting.
- Research was done to provide some information to the board for discussion.
- Giant Adirondack chairs are available for purchase, but not easy to find.
- There are do-it-yourself instructions available.
- A carpenter would need to provide a quote for labor and materials.



Quantity	Dimension	Purpose
3	2x12 x 12'	Backrest slats
1	2x12 x 10'	Armrests
1	2x12 x 8'	Front Vertical Supports
1	2x10 x 12'	Seat/Frame
1	2x10 x 8'	Seat/Frame
2	2x8 x 8'	Seat slats
1	2x8 x 8'	Upper Rear Support
1	2x6 x 12'	Rear Vertical Supports



## GIANT ADIRONDACK CHAIR



List Price: \$2,999.00  
Our Price: \$2,799.00

Product Code: CRP-GIANT

[View Larger Photo](#) [Email A Friend](#)

**Move to approve up to \$3,000 plus shipping, handling and engraving for an Adirondack chair to be purchased and installed around town as a photo landmark and opportunity for our visitors.**

**Motion: RM                      Second: RC**

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

**CN yea**

**HS yea**

**JB yea**

**MP yea**

**RC yea**

**BS yea**

**RM yea**

➤ **LGBT Expo 2016: Tony followed up**

- The attendance was lower compared to last year
- The show is evolving and turning into a service providing opportunity
- The majority of the demographic was good
- Many believed Provincetown is expensive and inquired about campgrounds
- The demographics were split: 50% - 50% men and women

RM inquired who decides what materials got to be presented at the LGBT Expo. LM clarified this version of the show was a more streamlined show in terms of collateral. In the past the PBG managed the show and they solicit materials from businesses and charged \$250. Also, in the past

many bags stuffed with materials were pre-stuffed and handed over to attendees, but there was little engagement.

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

RM – none

BS – none

RC - none

MP – had a conversation with Andrea Meyerson and TF today: AM needs a script before starting to edit, also needs instruction from VSB. Also, most money spent on this video would be spent on the amount of time for her to look through the footage. MP inquired about seeing a rough cut before a final version is submitted.

TF would also like to bring in Marmillion + Co to weigh in on this project. There was also discussion about having someone narrate for portions of the video, etc. The timeframe for completion is about 4 weeks.

JB – none

HS – none

CN – inquired about the production of new trade show materials.

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

**Move to approve the minutes from 3.3.2016.**

**Motion: HS                      Second: CN**

**Discussion:**

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

**CN yea**

**HS yea**

**JB yea**

**MP yea**

**RC yea**

**BS yea**

**RM yea**

**Move to adjourn.**

**Motion: HS                      Second: CN**

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

**CN yea**

**HS yea**

**JB yea**

**MP yea**

**RC yea**

**BS yea**

**RM yea**

Meeting was adjourned at 4:15 pm.

Respectfully submitted,  
Radu Luca