



None

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

RM would like an update on the Giant Adirondack Chair.

BS addressed the issue of a growing mound of trash, construction debris etc. on Town Beach behind the Old Reliable Fish House.

**Move that the Tourism Director send a note to the Town Manager to see who is the appropriate person to address and rectify the issue of the growing amount of trash and debris behind the Old Reliable Fish House at 229R Commercial Street.**

**Motion: BS**

**Second: RM**

**7-0-0**

4. Digital Kiosks Update (Val Marmillion to present).

Val Marmillion gave an update on the digital kiosks on how to improve and upgrade the digital kiosks. Additional software will have to be purchased to upgrade the digital kiosks.

RM believes the two kiosks should be located in the municipal buildings that have the longest business hours (Tourism Office, Town Hall).

RC believes that since we've made the initial investment to purchase the kiosks, the cost for an upgrade is worthwhile.

**Move to approve up to \$2,000 to upgrade the two digital kiosks.**

**Motion: RM**

**Second: HS**

**7-0-0**

5. Tourism Director 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.**

➤ **OutFront Media:** Out Door Advertising - Bus Wrap – October, November & December

1. There are twenty wrapped busses circulating the route 7 days a week.
2. Who rides the bus = Tourists, Conventioneers, Shoppers, Students, Working Professionals, Residents
3. What eyes see the bus = Tourists, Conventioneers, Shoppers, Students, Working Professionals, Residents

4. DEC = Daily Estimated Circulation 388,321 sets or eyes
5. All the estimated sets of eyes on the bus are 18+ years of age.
6. Weekly = Estimated 2,718,257 people will see the bus
7. Four Weeks = Estimated 10,872,988 people will see the bus
8. Guaranteed October, November, December DEC = 21,745,976 people will see the bus
9. If space is available, the bus will remained wrapped through December at no charge.
10. Includes, as added value, 175,000 Geo-Fencing impressions served as imbedded ads in newsfeed, which cannot be blocked.



Media	Location Description	IMP 18+ Weekly	Period	Duration	Rate Card Value	Net Amount per Period	Net Discounted Rate per 4 weeks (12 Week Flight)	Installation Charge
Wrapped Bus	Fixed route around down town Boston and vicinity	DEC = 338,321 Per Bus	4 Week	12 Weeks	\$17,500.00	\$9,500.00	\$7,500.00	< included
Digital	Geo-Fencing Metro Area	175,000 impressions	4 Week	12 Weeks	\$2,625.00	\$1,425.00	N/A	none

**OUTFRONT media** BOSTON | BUS WRAPS



1. STATE STREET & ATLANTIC AVENUE - Long Wharf, new England Aquarium, Faneuil Hall, Quincy Market
2. LEWIS WHARF - Paul Revere House, North End
3. COMMERCIAL STREET & HULL STREET - Old North Church, North End
4. CONSTITUTION ROAD - USS Constitution, Charlestown, Bunker Hill Monument
5. CAUSEWAY STREET - TD Bank - Boston garden
6. STATE STREET - Boston City Hall, Government Center
7. BOYLSTON STREET & WASHINGTON STREET - Boston Common, Boston Public Gardens
8. BEACON STREET - Massachusetts State House, Boston Atheneum, Beacon Hill
9. CAMBRIDGE STREET & BLOSSOM STREET - Beacon Hill, Mass General Hospital
10. GALLERIA MALL - Museum of Science, Omni Planetarium
11. KENDALL SQUARE - MIT
12. HARVARD SQUARE - Harvard University, Harvard Ar. Museum, Peabody Museum of Natural History
13. CHARLES STREET & MT. VERNON STREET - Charles River Esplanade
14. COPLEY SQUARE - Copley Place Mall, Boston Public Library, Back Bay
15. DALTON STREET - Boston Symphony Orchestra, Museum of Fine Art, Isabella Stewart Gardner Museum of Art, Back Bay
16. FENWAY PARK
17. BOYLSTON STREET - Prudential Center Skywalk and Shops
18. BOYLSTON STREET & CLARENDON - Trinity Church, Old South Church
19. STUART STREET & CHARLES STREET - Chinatown
20. SUMMER STREET - South Station, Federal reserve bank, Financial District
21. SEAPORT DISTRICT - Black Falcon Cruise Terminal, Independence Wharf, World Trade Center, Boston Convention Center

- Best offer = \$8,500 for 4 weeks in October/November (17 October – 13 November)
- Guarantee additional 4 weeks in November/December (14 November – 12 December)
- Added Value, if available, will include balance of December
- Added Value, 175,000 Geo-Fencing impressions
- Total investment \$8,500

**Move to approve \$8,500 plus installation and production fees for OutFront Media.**

**Motion: HS**

**Second: RC**

**Discussion:** LM asked whether First Light Provincetown would be advertised as well. RM doesn't feel strongly in favor of this proposal, doesn't believe this is an investment worthwhile. Would rather spend the money on Facebook marketing and advertising. The VSB would like to possibly see the design before voting for it.

**HS withdrew her motion.**

**B. VSB Administration – Tourism Director update and follow-up to VSB on various administrative matters. Discussion dependent. Motions may be made. Votes may be taken.**

➤ **Afterglow Festival:**

- Quinn Cox has requested advance disbursement of the Tourism Marketing Grant to provide funds to advertise for the event in September.
- The Afterglow Festival 2017 Tourism Marketing Grant is \$5,500.00
- The VSB may motion and vote to make an exception to disburse partial grant funds up to the full amount in advance.
- The Grantee remains responsible to complete the Final Report as stated in the Grant Agreement

**Move to approve the pre-disbursement of funds up to \$5,500 to Afterglow Festival.**

**Move: BS**

**Second: HS**

**6-0-1**

**Discussion:** RS said this is something Afterglow has done consistently to advertise their event and each year they've come through with appropriate documentation.

- **Giant Adirondack Chair:** We received a call from the distributor and there will be a delay. The manufacturer has too many regular orders to deliver in July & August. Due to the need to deliver the regular orders, all Giant Adirondack Chair production has been postponed to the beginning of September. The chair may not deliver until end of October.
- The check has not been mailed
  - We are sourcing other manufacturers
  - Possibly will postpone until Spring 2017

- **2018 Five Year Plan:** Discussion dependent.
  - BS asked whether there would be any funds allocated to 2020
- Introduction of the two new VSB members

## Marketing & Advertising Insights:

# Forbes

## Got Analytics? Nobody Cares! Here Is Why.

May 2016

**Piyanka Jain**

CONTRIBUTOR

*I write about driving impact using data and analytics*

Opinions expressed by Forbes Contributors are their own.

Often I start my analytics conference keynote addresses by asking the audience to share the issues they face in their organizations. For the past decade, in nearly every conference, the #1 problem cited by analysts and their managers has been the same: their team built the best possible model (read: analysis, dashboard, report, predictive model) but people are not using it. Even the internal clients, who asked for it, aren't using it! In fact, this issue is so pervasive in organizations that 80 to 90% of the analysts in the audience report this problem.



Recently, one of my clients, the CIO of a \$3B consumer technology company, shared with me that their company had created at least 1000 dashboards in last year or so, based on specific requests by internal stakeholders—and less than 5% of them are used. Crazy, eh? At least you know you are not alone if you have this problem. And good news is, there is a solution.

The solution lies in understanding the problem. Why do good models gather dust? Here are the top 4 reasons.

1. **The most common reason is the solution is built without a true understanding of the real business question.** What scenario is the stakeholder trying to solve for? Why are they requesting that dashboard, analysis or model? What are they really trying to accomplish?
2. **The stakeholder doesn't know how to act on your solution.** Either your recommendation is unclear, not actionable or the stakeholder doesn't have skills to turn your solution into insights and actions.
3. **The stakeholders don't trust your solution.** Either they don't buy into your methodology or your data—or they simply don't trust you.
4. **Finally, it could be that your solution is hard to use.** Maybe your dashboard takes 5 minutes to log into, or the drag and drop functionality doesn't really work, or it's just plain hard to use. Or, in case of analysis, maybe you gave a horrible presentation—not talking to your stakeholder's pain, not to the point, not sharing the “why” behind your solution.

So how does your solution become one that gets used?

1. **Use a consultative approach to first understand the need** (the Real Business Question) and then **reconfirm the need** and the path to the solution using an analysis plan. Make sure you have the right stakeholders in the room. This ensures that you are building the solution to the right problem and your stakeholders will be ready to use the solution when it's ready.
2. **Next, make your solution actionable.** An actionable analysis, for instance, comes from understanding the problem as well as the actions the stakeholders are ready to take. During the stage in the process where you brainstorm for hypotheses (possible causes of the problem) get clarity on actions that need to be taken if the hypotheses are proven to be true. If the

project is a dashboard, make sure your stakeholders know how to interpret the data and then use it for analysis. If they don't have the skills to read and analyze data, the best dashboard would go to waste. So don't build it.

3. **Build trust through communication and consistent delivery.** Make sure your stakeholders agree to your analysis plan before you start executing. Then make sure to share early insights (or early prototypes) to get first cut feedback and adjust course, if need be. This process builds alignment and gives you the ability to influence your stakeholders into action based on the insights from the data.
4. **Lastly, learn how to make good presentation customized to the audience.** And, make sure your **dashboard tool is easy to use.** If it isn't easy, no one will use it. If training on the tool is needed, make sure that your stakeholders get trained before you deliver your first dashboard/report/solution. And then, don't just send your report or analysis; walk them through it and help them get comfortable.

If you or your stakeholders want to get hands-on experience on creating solutions that get used, enroll in our online self-paced, example-based [hands on business analytics](#) training here. Or, to get a customized recommendation on the right training path for you, start by [testing your analytics aptitude](#) here. Receive a special **20% discount for my Forbes followers.** Use the code "frb\_20" when you checkout any of the courses or tracks till May 31<sup>st</sup>.

Along the same line, you would find my book, "[Behind Every Good Decision](#)", very helpful in narrowing the gotchas and the solutions. If you have a specific problem, please [book 15 minutes FREE on my calendar here.](#)

6. Board Members' Statements. Discussion dependent. Motions may be made. Votes may be taken.

RM – would like to welcome the new members and also Jim and Cathy. Asked for an update on the Andrea Meyerson video. Would like to thank BS for the member comments. Many of the people who attended the Crown events gave back to the community: over \$4K was raised for the AIDS Memorial Fund.

RC -

HS –

BS – welcomed the two new members and thanked Jim and Cathy for their time on the VSB. Asked whether Art Hamptons has been discussed. Great job during 4<sup>th</sup> of

July weekend, believes more people attended and were here in town. Would like to personally RM for putting on events daily. Bear Week is going well, the numbers look good, but has heard from others there are some openings at various guesthouses. Bear Week is a sacred event that we must keep on nurturing. Would like to possibly have a Bear Commemorative Day from the BoS.

MP – none

LM – none

AB - none

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

**Move to approve the meeting minutes from June 21<sup>st</sup>, 2016.**

**Motion: BS                      Second: RC                      7-0-0**

**Move to adjourn.**

**Motion: HS                      Second: RM                      7-0-0**

The meeting was adjourned at 4:08 pm.

Respectfully submitted,  
Radu Luca