

**Town of Provincetown
Visitor Services Board
Meeting Minutes from August 9, 2016, 3:00 pm
Town Hall, Judge Welsh Room
260 Commercial Street
Provincetown, MA 02657**



Members present: Marian Peck - Chair, Rob Costa, Rick Murray, Bob Sanborn, Lesley Marchessault, Alli Baldwin

Members absent: Hersh Schwartz – Vice Chair

Meeting was called to order at 3:00 pm by Marian Peck.

Staff: Anthony Fuccillo, Radu Luca.

Others: David Panagore – Town Manager

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.

None

3. Beautification Committee Annual Report. Bill Docker – Beautification Committee Chair to present. (Full report attached)

Projects completed: plantings at the Public Library, Grace Hall Slope, VSB / PTV Building, MPL Planting Bed, VMCC Building, Traffic Islands, Planters throughout Town.

Work in Progress: New tree policy, tree pruning and maintenance, Fisherman's Wharf to Bas Relief Corridor, Pilgrims' First Landing Park, Bas Relief, Library Lawn Irrigation System.

Financial report: General Fund Balance as of July 1st, 2016 - \$8,088; Accounts payable - \$1,300; Gift Fund Balance as of July 1st, 2016 - \$9,991

Bob Sanborn noticed a significant ramp-up in beautification around town: the islands, the parks, the barrels, etc. and wants to commend the committee for their efforts.

Rob Costa and Rick Murray agree with Bob Sanborn and would like to thank the committee. Also, Bill Docker would like to thank all the Town staff involved, town boards and funding sources.

4. FY2017 Tourism Fund Five-Year Plan Primer

VSB 2017 TOURISM FUND				COMMENTS
Revised July 12, 2016				
Marketing Fund Balance 6/30/16	8,228			\$1393 unused \$6835 PCC grant unused
Marketing Fund Budget 2017	335,000			
Available Marketing Funds 2017	343,228			
COMMITTED BUDGET DOLLARS				COMMENTS
Chamber Co-op		20,000		
PBG Co-op		20,000		
Provincetown 2020		15,000		Earmark 2015
Graphic Artist		15,000		Annual Contract
PR Firm		40,000		Annual Contract
AP Navitus		7,626		Trade Show Materials
Art News		7,300		Top 200 Collectors 4th quarter
Giant Adirondack Chair		3,000		RFP to go out
Fall Radio		16,000		
American Art Collector		2,600		July Cape & Islands issue
EDGE Media Network		9,000		Fiscal 17 July - June
Boston Globe Media		17,835		Fiscal 17 July - June
Photo Shoots		5,600		5 shoots
MILO Interactive		798		Annual Website Hosting
Tote Bags		14,340		12,000 bags \$12,840 Shipping up to \$1,500
Update Kiosks		2,000		Spend up to \$2000 to enhance kiosks
Total Committed Dollars	196,099			
Available Funds	147,129			

ROOM OCCUPANCY TAX COLLECTED

	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
September	\$449,645	\$429,018	\$402,379	\$560,266	\$694,685	\$751,002	\$803,236	\$849,508
December	\$455,940	\$497,247	\$497,903	\$688,759	\$749,600	\$780,503	\$870,207	\$942,922
March	\$91,411	\$41,718	\$44,754	\$193,168	\$95,434	\$73,062	\$82,101	\$80,944
June	\$48,000	\$54,745	\$50,144	\$75,405	\$96,199	\$132,389	\$96,341	\$106,894
TOTAL	\$1,044,996	\$1,022,728	\$985,180	\$1,517,598	1,635,918	\$1,736,976	\$1,851,885	\$1,980,268
% Δ LY	11.9	-2.13%	-3.67%	*54.04%	7.80%	6.20%	6.62%	6.93%

ROOM OCCUPANCY TAX DISTRIBUTION

	FY 2011 *Actual	FY 2012 Actual	FY 2013 Actual	FY 2014 Actual	FY 2015 Actual	FY 2016 Actual	Fund %
Tourism Fund	\$587,186	\$572,571	\$607,942	\$648,160	\$693,129	\$727,314	35%
Wastewater Enterprise	\$231,604	\$212,669	\$225,807	\$240,745	\$257,448	\$270,145	13%
General Fund	\$459,475	\$441,698	\$468,984	\$500,009	\$534,699	\$561,071	27%
Special Purpose Stabilization Fund	\$239,333	\$408,980	\$434,244	\$462,971	\$495,092	\$519,510	25%
Total	\$1,517,598	\$1,635,918	\$1,736,976	\$1,851,885	\$1,980,368	\$2,078,039	100%

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.



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 Art 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

- The Marketing Grant was a matching grant with reimbursement up to \$20,000
- The balance of the funds not used, \$6,834.75 has been added back in to the available Tourism Marketing Fund

- **Community Marketing Conference:**



17th Conference on LGBT Tourism & Hospitality

December 11-13, 2016

Vdara Hotel & Spa at ARIA Las Vegas

Presented by



Sponsored by



Partners



- **Over 30 speakers!**
- **The tourism industries premiere marketing, sales, public relations and research forum to help you reach LGBT travelers.**
- **Every year, CMI brings together leading tourism professionals to learn about the gay and lesbian market from the experts – the people behind the success stories.**

- Perfect for marketing and sales executives of tourism boards, CVBs, DMOs, accommodations, tour operators, events, agencies and meeting planners.
- Topics include: Internet, print and direct marketing, research trends, LGBT niche segments, sales techniques and ROI tracking, community involvement, press relations and more.
- Early Registration Promo:
 - July 1 through Sept 30
 - Save \$100! Limited time
 - Sale Ends September 30, 2016

Move to approve \$695 plus travel for Community Marketing Conference on LGBT Tourism 2016.

Motion: BS

Second: AB

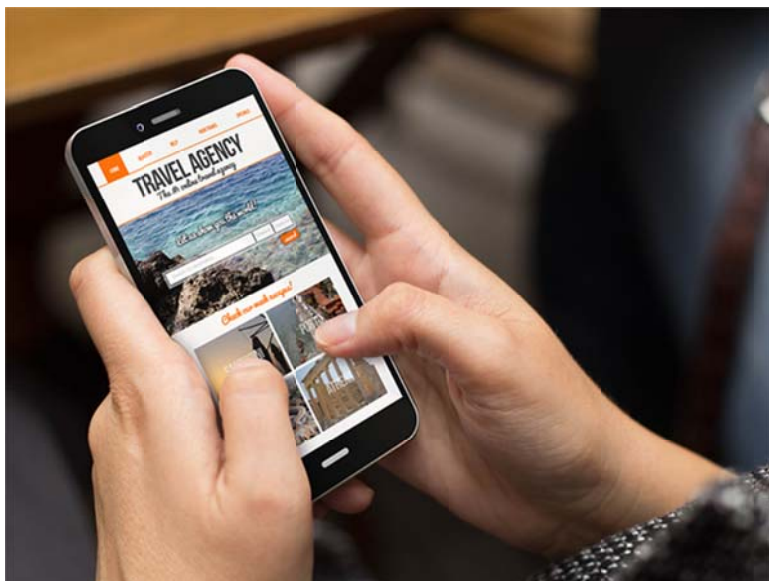
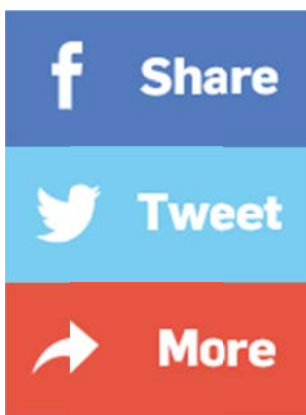
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Discussion: BS always thought this is a good conference to attend to get the latest trends, etc.

Marketing & Advertising Insights:



Adobe: Mobile Accounts for 52% of Digital Travel-Related Browsing



By [Brandy Shaul](#) on
Aug. 3, 2016 - 4:00 PM₂

[Comments](#)

[Adobe](#) released its Mobile Travel Report, which analyzed more than 15 billion visits to major U.S. travel, airline and hotel websites between 2014 and 2016. The report found that as of May 2016, mobile accounted for 52 percent of digital travel-related browsing.

However, while consumers are using their mobile devices to browse travel-related content more, the mobile conversion rate is low. Specifically, Adobe found that phones and tablets account for only 21 percent of sales, and that conversion on desktop is twice that of tablets and three times that of phones.

In addition, Adobe found that larger smartphone screens are taking browsing time away from tablets. To be specific, as of June 2016, tablets accounted for 10.1 percent of travel website visits, a 13 percent decline year-over-year.

In a [survey](#) of more than 1,000 U.S. respondents from 2015, Adobe found that many consumers were not satisfied with current mobile travel offerings. Specifically, only 44 percent of respondents said they were satisfied with travel-related mobile applications, while 48 percent of respondents said they were satisfied with travel-related mobile web offerings.

In a statement, [Matt Asay](#), vice president of mobile at Adobe, commented:

The findings in the Adobe Mobile Travel Report show us that the industry is struggling with being mobile-first. It's where the customers are, but there's a gap in what users expect and what is being delivered. Travel brands are no longer competing with each other, with best-in-breed mobile companies such as [Uber](#) and Instagram setting the bar. The long-standing strategy of porting over the desktop experience no longer works; consumers are overwhelmed by features and hesitant to make purchases. Travel brands must refine and simplify the mobile experience and unify customer data to better personalize and improve payment processes.

On top of this, the most innovative brands will leverage the biggest shift we see happening in the industry today: the blending of digital and physical experiences. More location-aware services will provide consumers with what they need, at the exact moment of need. It will help brands win on mobile. Imagine an experience where your airline knows that you've arrived at the gate and can notify you instantly about the upgrade list via a [push notification](#) on your smartphone. As simple a use case as this is, it's a view into what's possible.

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

RM – great review of the Five-Year Plan Primer for the new members on the board.

RC - none

HS – none

BS – the kayaks racks on the beaches are a good idea. Inquired about the Andrea Meyerson video.

MP – none

LM – none

AB – would like to see an open agenda item for ongoing or upcoming business.

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

Move to approve the meeting minutes from July 12th, 2016.

Motion: BS Second: RM 6-0-0

Move to adjourn.

Motion: RM Second: AB 6-0-0

The meeting was adjourned at 4:05 pm.

Respectfully submitted,
Radu Luca

Provincetown Beautification Committee

ANNUAL REPORT

Presented to the Visitors Services Board

August 9, 2016
Bill Docker, Chair

PROJECTS COMPLETED

1. Provincetown Public Library
 - a. Planting of Rose Bushes
 - b. Purchase and Planting of two Flower Containers
 - c. Installation of two new replacement trees
 - d. Budget: \$3,000

2. Grace Hall Slope
 - a. Spring Bulb Planting
 - b. New Bushes and Perennials
 - c. Budget: \$2,500

3. VSB/PTV Building
 - a. Removal of old shrubs
 - b. Installation of Annuals
 - c. Budget: \$500

4. Municipal Parking Lot Planting Bed
 - a. Installation of Perennial Plants
 - b. Removal of Invasive Ground Covers
 - c. Four new Annual Planters
 - d. Budget: \$1,000

5. VMCC Building
 - a. Installation of new Planters with Annuals
 - i. Budget: \$500

6. Traffic Islands
 - a. Installation of new Perennials, Annuals, Roses and Bushes
 - i. Budget: \$1,500

7. Planters throughout Town
 - a. 47 Barrels and Planters
 - i. Budget: \$1,200

WORKS-IN-PROGRESS

1. New Provincetown Tree Policy – with Tree Warden/DPW Director
2. Affiliation with “Trees Provincetown” – Non-profit founded by Margaret Murphy
3. Tree Pruning and Maintenance
 - a. Projected Budget: \$3,000-\$4,000
4. Fisherman’s Wharf to Bas Relief Corridor
 - a. Working with Planning Board and Chuck Lagasse Architects
 - i. Planters, Benches, Lighting
 - ii. Projected Budget: \$3,000 to \$10,000
5. Pilgrim’s First Landing Park
 - a. Working with Seamen’s Bank, Planning Board, DPW to redesign and replant park in preparation for 2020
 - i. Lighting, Irrigation, Pathways, Plantings
 - ii. Projected Budget: \$15,000 to \$50,000
6. Bas Relief
 - a. BC member, John Krajovic, on Bas Relief Planning Committee
 - b. Replanting and Replacement of bushes, trees, flower beds
 - i. Projected Plant Budget: \$2,000 to \$5,000
7. Library Lawn Irrigation System
 - a. Working with Library Trustees and DPW to assess installation of new irrigation system for front lawn
 - i. Projected Budget (to be shared with Library and DPW): \$5,000

FINANCIAL REPORT

General Fund Balance as of July 1, 2016	\$8,088.00
Accounts Payable	\$1,300
Gift Fund Balance as of July 1, 2016	\$9,991.00

Committee voted in fall of 2015 to set aside 25% of each annual General Fund Balance from 2016 to 2019 in preparation for expenditures on projected 2020 beautification expenses including Bas Relief, Pilgrims First Landing Park, “corridor” from harbor to Bas Relief, new planters, benches, bushes, etc. throughout town.

BC applied for, and received a \$1,000/yr for five years donation from Stop & Shop New England for planting of town annual beds and containers.

Page 3

MEMBERS OF BEAUTIFICATION COMMITTEE

Bill Docker, Chair; Anika Costa, Vice Chair; Frank Vasello; Allan MacKinnon, Treasurer; John Krajovic; Curtis Balom