

Meeting Agenda (Revised 3/7/2017)

The Visitor Services Board will hold a public meeting on **Tuesday, March 7th, 2017 at 3 pm** at the Town Hall, Judge Welsh Room, 260 Commercial Street, Provincetown, MA.

Agenda:

1. Public Statements—Five minutes maximum. Board members are not obligated to respond to public statements.
2. David A. Cox Provincetown promotional video proposal. Requested by Marian Peck
3. Towleroad advertising campaign proposal. Requested by Marian Peck
4. Communications Services RFP Update. Requested by Marian Peck
5. 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. Other matters that may legally come before the Board not reasonably anticipated by the Chair 48 hours before the meeting. Discussion dependent. Motions may be made. Votes may be taken.

Media Placement & Activity:

Come Home to Provincetown! Campaign overview

2017 Calendar Year Proposals received from regional and national media outlets for review

<u>Publication</u>	<u>Campaign</u>	<u>Proposal</u>
Cape Cod Times	4 Quarter Page color ads	\$2,236
Droning Provincetown	3-min Come Home Video	\$2,500 + music
Towleroad	3-tier proposal	up to \$15,000
Boston Spirit	Executive Networking Event	\$500

- 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.

Tourism Administration:

<u>Publication</u>	<u>Campaign</u>	<u>Proposal</u>
Greater Boston Concierge Assoc.	2017 membership dues	\$275
Greater Boston Concierge Assoc.	Hospitality Trade Show	\$75

6. Board Members' Statements—comments from Board members. Discussion dependent. Motions may be made. Votes may be taken.
7. Approval of Minutes. Motions may be made. Votes may be taken.

Posted: www.provincetown-ma.gov 3/2/17 3:40 pm dj

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