

**Town of Provincetown
Visitor Services Board
Meeting Minutes from March 7th, 2017, 3:00 pm
Town Hall, Judge Welsh Room
260 Commercial Street
Provincetown, MA 02657**



Members present: Marian Peck - Chair, Hersh Schwartz – Vice Chair, Lesley Marchessault, Regina Cassidy, Rick Murray – conference call.

Members absent: Bob Sanborn – excused.

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

Staff: Anthony Fuccillo, Radu Luca.

Others: David A. Cox, Andy Towle, Michael Goff – conference call.

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. Discussion dependent. Motions may be made. Votes may be taken. Requested by Marian Peck

David said there was some discussion after the last meeting and alternative possibilities. David knows there is a music issues and made an agreement with the Chamber of Commerce who wants to support his work. The video for the Chamber is a different more general version, shorter “A Provincetown Poem.” David is proposing a series of shorter more strategic videos, under 1-min, possibly 30-sec. The videos can be promoted online, through Facebook and YouTube. David is working with a composer who could create original soundtrack for the VSB. Is asking the VSB to think of different topics they would like to have included.

RM has said this in the past that he believes over 60% or more of our economic engine is driven from Gay and Lesbian Tourism." He also stated who should promote Provincetown for everyone. David Cox clarified that toning down the "Gay, Gay, Gay!" is part of the proposal and contract between him and the Chamber of Commerce.

RC asked about the potential cost of each videos and David says it depends on the number of hours put in, but he can provide a quote moving forward.

RM believes we should focus on restaurants and guesthouses as well and need to be clear as to what our expectations are from the get go.

David Cox charges \$225/hour for editing, which is costly, but David is also very efficient and videos with pre-existing footage will cost less. In addition, David believes that soundtracks used in boosted promotional posts (that will promote those soundtracks as well) will most likely be free of charge to use.

3. Towleroad advertising campaign proposal. Requested by Marian Peck

Towleroad presentation was sent via Google Drive and the links are below:

<https://drive.google.com/open?id=0B14OwFk25UUSNmZHalJ4X3RYXzQ>

<https://drive.google.com/open?id=0B14OwFk25UUSM3E1eHdBRWRfOVE>

<https://drive.google.com/open?id=0B14OwFk25UUSb1VFTU5XTklhWTg>

<https://drive.google.com/open?id=0B14OwFk25UUSWXRwdEFZZXVGdG8>

Andy Towle is here to present the Towleroad 2017 proposal and Michael Goff is participating remotely via conference call and videoconference.

Michael Goff made a presentation on past campaigns run by the Office of Tourism and also a new proposal for 2017.

(The proposal can be accessed via the links above or below in the director's report.)

4. Communications Services RFP updates. Requested by Marian Peck.

Tony Fuccillo said 5 applications have been submitted and there will be a meeting on Tuesday, March 14th to review the RFPs. There is a committee of five in place to review the proposals: Elisabeth Verde – Chair, Marian Peck, Rick Murray, Tony Fuccillo. RM asked whether the names of the five agencies, but Tony Fuccillo responded saying that one agency's package may not be complete and may not be in



➤ **Towleroad: Three-Tier Proposal for \$15,000 includes:**

| | | Towleroad & AskTell Media Group Towleroad Facebook Good.As.You Joe.My.God Gang in Hollywood Maroon in the 212 OMG Blog | | ID number Date: 11-Feb-17 Campaign: Provincetown Tourism Fund 2016 Agency Address: 260 Commercial St. City, St, Zip: Provincetown, MA 01957 Contact: info@provincetowntourismfund.org Email cell: (508) 467-7800 x100 Site: http://www.provincetowntourismfund.org/ | | | | | | | | |
|--|----------------------------------|---|----------------------------------|---|--------------------------------------|---|--------------------------|--|----------|----------------|-------------|-------------|
| 360 Michael Guff mguff@asktellmedia.com 333-645-9039 | | 315 Michael Guff mguff@asktellmedia.com 333-645-9039 | | 315 Yara Ferraris yferraris@youknow.com http://www.youknow.com | | | | | | | | |
| INSERTION ORDER | | | | | | | | | | | | |
| Impressions billed from: AskTell Media DFP Advertiser terms: net 30 | | Based on inventory availabilities 2/12/17 | | | | | | | | | | |
| LINE ITEMS | | | | | | | | | | | | |
| Line # | Start - End Dates | Site | Placement | Line item note | Creative Size | Device target | Geo-target | Impressions | CPM | Targeting rate | Value | Net Price |
| A. MEDIA BUY - DIGITAL ADS | | | | | | | | | | | | |
| 1 | 3/1/17 to 5/15/17 | Towleroad.com | Best Available | Medium Rectangle, Leaderboard & Skyscraper | 300x250, 728x90, 160x60 | Desktop, Tablet | USA & Canada | 1125000 | \$7.00 | \$0.00 | \$7,875.00 | Inclusive |
| 2 | 3/1/17 to 5/15/17 | Towleroad.com | Best Available | Medium Rectangle, Leaderboard & Skyscraper | 300x250, 728x90, 160x60 | Desktop, Tablet | DMA Target bid | 225000 | \$7.00 | \$2.00 | \$2,025.00 | Inclusive |
| 3 | 3/1/17 to 5/15/17 | Towleroad.com | Best Available | Medium Rectangle, Leaderboard & Skyscraper | 300x250, 728x90, 160x60 | Desktop, Tablet | International target bid | 300000 | \$3.50 | \$2.00 | \$1,650.00 | Inclusive |
| 4 | 3/1/17 to 5/15/17 | AskTell Media Group | Best Available | Medium Rectangle, Leaderboard & Skyscraper | 300x250, 728x90, 160x60 | Desktop, Tablet, Mobile | USA & Canada | 1125000 | \$5.00 | \$0.00 | \$5,625.00 | Inclusive |
| 5 | 3/1/17 to 5/15/17 | AskTell Media Group | Best Available | Medium Rectangle, Leaderboard & Skyscraper | 300x250, 728x90, 160x60 | Desktop, Tablet, Mobile | DMA Target bid | 225000 | \$5.00 | \$2.00 | \$1,575.00 | Inclusive |
| 6 | 3/1/17 to 5/15/17 | AskTell Media Group | Best Available | Medium Rectangle, Leaderboard & Skyscraper | 300x250, 728x90, 160x60 | Desktop, Tablet, Mobile | International target bid | 300000 | \$3.50 | \$2.00 | \$1,650.00 | Inclusive |
| | | | | | | | | 1,300,000 | | | 20400 | \$5,000.00 |
| B. SPONSORED POSTS | | | | | | | | | | | | |
| 7 | Dates TBD -4/15/17 to 9/15/17 | Towleroad.com | 3 Advertiser Ch Sponsored Post | 3 Sponsored Posts - Feature Stories written by Towleroad Editorial Staff - Premium Positioning Top/Center of Page, in-line with Regular Posts. | Written by Towleroad Editorial Staff | All Devices and Platforms: Desktops, Tablets, Mobiles | Site-wide, Global | n/a | Set Rate | n/a | \$9,000.00 | Inclusive |
| 8 | Dates TBD -4/15/17 to 9/15/17 | Towleroad | 3 Social Media Feeds | Distribution of 3 Sponsored Posts to Facebook, Twitter, and Instagram Followers | Written by Towleroad Editorial Staff | Desktops, Tablets, Mobiles | Global | n/a | Set Rate | n/a | \$3,000.00 | Inclusive |
| | | | | | | | | | | | \$12,000.00 | \$5,000.00 |
| C. PTOWN HACKS ADVERTISING | | | | | | | | | | | | |
| 9 | Summer 2016 | Offline/Online Rip book/pdf Download | Printed Towleroad LGBT Guidebook | Inside Back cover = 1 page. Premium Advertiser in Ptown Hacks Guide No. 4 LGBT Travelers Guidebook to Summer in Provincetown. | ADS provided by Tourism Office | n/a | Provincetown | 7500 guaranteed. Last year 12000* | n/a | n/a | \$7,500.00 | Inclusive |
| 10 | Fall 2016 | Offline/Online Rip book/pdf Download | Printed Towleroad LGBT Guidebook | Inside Back Cover Mini Ptown Hacks distributed through the Fall in Provincetown = promotional 16-16 pages distributed in Northeast at VIP light events, and key distribution sites (gay centers, health centers, bars) | ADS provided by Tourism Office | n/a | Provincetown | 20% in Provincetown 80% at events and establishments in Northeast feeder cities. guaranteed 7500 distributed (More based on sponsor support) | n/a | n/a | \$7,500.00 | Inclusive |
| | | | | | | | | | | | \$7,500.00 | \$5,000.00 |
| TOTAL | | | | | | | | 3300000 | | | \$39,900.00 | \$15,000.00 |
| PAYMENT INSTRUCTIONS | | | | | | | | | | | | |
| Payable to: Towleroad Corporation Tax ID: 24-871492 Send Checks to: Towleroad Corporation, 348 N. Rainbow Blvd. No. 1772 Las Vegas, NV 89107 BNL CHECK 2 HELIX BUDING SLJ (ATL) Credit Card via PayPal: go to: info@asktellmedia.com ACH: contact Michael Guff at mguff@asktellmedia.com or 333-746-5324 Credit Card: contact Michael Guff at mguff@asktellmedia.com or 333-746-5324 | | SIGNATURE*: Michael Guff TITLE: CEO & Co-Proprietor, AskTell Media Group PHONE: 333-746-5324 | | | | | | | | | | |
| *By signing I agree that the terms in this ID take precedence. For terms not made explicit in this ID, we agree to operate under the terms of the most recent version of asktell's Standard Terms and Conditions for Internet Advertising found here: http://www.asktell.com/asktell/standard-terms | | | | | | | | | | | | |

- Towleroad and Asktel Media Group Media Buy - Digital Ads
 - Impressions = 3,300,000
 - Value = \$20,400
 - Net Price = \$5,000
- Sponsored Posts
 - Sponsored Editorial = 3 Articles written by Towleroad
 - Sponsored Facebook Posts = 3 Posts written by Towleroad
 - Value = \$12,000
 - Net Price = \$5,000
- Ptown Hacks Hacks distributed through the Fall in Provincetown
 - Full Page ads = 3
 - 8-16 page version distributed in Northeast at VIP LGBT events, and key distribution slots (gay centers, health centers, bars)
 - Value = \$7,500
 - Net Price = \$5,000

Move to approve \$15,000 for Towleroad.

Motion: RM Second: no second

Item will be placed on the next agenda.

B. VSB Administration

➤ **Boston Spirit Executive Networking Event:**

- Wednesday 26 April
- Boston Spirit Magazine annual event
- Subscribers of the publication are invited to attend
- The audience are professionals from, Finance, Banking, Health & Medical, Real Estate and Insurance
- As an advertiser with half page ads in at least three issues a year we are provided a booth at no cost
- The event is from 6 to 10 PM
- Two Tourism Office staff will attend

Move to approve up to \$500 for travel and expenses to attend the Boston Spirit Executive Networking Event.

Motion: HS Second: RC

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

RM yea

JC yea

LM yea

MP yea

HS yea

➤ **Greater Boston Concierge Association: Annual dues**

Move to approve \$275 for Greater Boston Concierge Association.

Motion: HS Second: RC

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

RM yea

JC yea

LM yea

MP yea

HS yea

➤ **Greater Boston Concierge Association Hospitality Trade Show:**

- Annual event for concierge, bell staff, front desk staff
- Promote daytrips and overnight stay excursions
- Develop relationships with Boston Hotel associates

Move to approve \$75 plus travel for the Greater Boston Concierge Hospitality Trade Show.

Motion: HS Second: LM

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

RM yea

JC yea

LM yea

MP yea

HS yea

- **Giant Blue Chair:** The Tourism Partners met on 24 February and the chair was on the agenda. Prior to the dog water fountain in turned on in April the chair will be moved to a new location. It was agreed to move it to the Town Beach near the kite shop. We will follow through with proper procedure to do so.

HS believes the locations mentioned by Staff are great locations to have the chair at during the summer months.

- **Tourism Information Kiosks:** These software and will need to be updated and new design will part of the Communications Agency when contracted with the Town.

- **Provincetown 10K:** 2018 Tourism Grant inquiry and request
- Sean McCabe contacted the Tourism Office about the 2018 Tourism Grant review and would like the Provincetown 10K to be placed on the 21 March VSB Agenda to address the Board

C. Marketing and Advertising Insights

Less is More: How Long Should Your Videos Be?

By [Megan O'Neill](#)

When it comes to video marketing, one of the questions that business users ask us the most is: “how long should my videos be?”

We know that in today’s fast-paced, content-packed world, consumers’ attention spans are at an all-time low. So, it follows that videos should be only as long as they absolutely need to be to get your point across. But we wanted to find a more concrete answer to the question. In our recent [Online and Social Video Marketing Study](#), we asked consumers what they viewed as the ideal length for watching specific types of videos. Here are the results:

IDEAL VIDEO LENGTH BY TYPE

| | 30 seconds or less | 30 to 60 seconds | 1 to 3 minutes | More than 3 minutes |
|-------------------------|--------------------|------------------|----------------|---------------------|
| Customer testimonial | 37.9% | 35.9% | 20.7% | 5.5% |
| About the company | 31.9% | 38.6% | 22.7% | 6.8% |
| How the product is made | 23.3% | 31.6% | 32.0% | 13.1% |
| Product overview | 20.6% | 39.2% | 30.8% | 9.4% |
| Product demonstration | 13.6% | 27.1% | 38.1% | 21.2% |

Source: Animoto Online and Social Video Marketing Study 2015

Customer testimonials videos – Under a minute

Customer testimonial videos are a great tool for driving conversion and sales. According to a survey by BrightLocal, 85% of consumers turn to online reviews to determine whether or not a business is reputable. Serving up video testimonials can be a nice way to put positive reviews in front of your potential customers. But how long should they be?

Our survey revealed that 37.9% of consumers think customer testimonial videos should be under 30 seconds, while 35.9% think the ideal length is 30 to 60 seconds. Only slightly more than a quarter of consumers thought these types of videos should be more than a minute long.

Company “About” videos – Under a minute

We saw similar results when we asked consumers how long they thought videos about a company should be: 31.9% responded 30 seconds or less should do the trick, while 38.6% said 30 to 60 seconds was ideal.

Product Videos – 1 to 2 minutes

Consumers are willing to watch videos related to your product for longer than they're willing to watch customer testimonials or videos about your company. The reason? They're usually watching product videos because they're deciding whether or not to make a purchase. Watching videos is one of the best ways for customers to get a real sense of a product — how it looks from all angles, how it's made, how it works — when they can't actually get their hands on your product in person.

Here's the breakdown for different types of product videos:

Product overview

- 30 to 60 seconds = 39.2%
- 1 to 3 minutes = 30.8%

How a product is made

- 30 to 60 seconds = 31.6%
- 1 to 3 minutes = 32%
- More than 3 minutes = 13.1%

Product demonstration

Consumers are willing to watch videos demonstrating a product for the longest:

- 30 to 60 seconds = 27.1%
- 1 to 3 minutes = 38.1%

- More than 3 minutes = 21.2%

Although consumers are willing to watch product videos for longer, we'd still recommend keeping your product videos to 1 to 2 minutes if possible, or as short as you can keep them while including all the most pertinent information since, in general, the consumers we surveyed leaned towards an average video length of under 1 minute.

Long videos deter consumers from watching

We also asked consumers we surveyed what type of video would deter them from watching. The biggest deterrent was that a video was boring. The second biggest? That a video was too long. **59.9% of consumers indicated that a video being too long would strongly deter them from watching.**

How long are the videos you're currently using for marketing? Will you be making any changes based on this data? Share your thoughts in the comments below.

6. Board members statements.

HS – none

MP – read out loud a letter from the Provincetown Cultural Commission. Tony Fuccillo said there have been two ads placed in the Banner to raise awareness of the PCC meeting in March; we got our district map approved by Mass Cultural Council; this is an ongoing project spearheaded by the PCC, Town Planner and Office of Tourism.

The Massachusetts Cultural Council has designated thirty-five Cultural Districts in the state. Not having applied for this designation, Provincetown is not among them. To rectify this anomaly, the Provincetown Cultural Council is spearheading the effort to attain Massachusetts Cultural District designation. To this end, the Council is holding a Public Hearing at 6 PM, March 22, in the Judge Welsh Room at Town Hall.

We hope that you will join us to discuss the advantages of Cultural District designation for the town, its cultural institutions and businesses, its tourism and its residents. A formal notice of this meeting is attached.

We look forward to seeing you.

Provincetown Cultural Council
Robert D. Speiser
Chair



Public Hearing

Massachusetts Cultural District Designation

The Provincetown Cultural Council will hold a public hearing on **Wednesday, March 22, 2017 at 6 p.m.** in the Judge Welsh Room, Town Hall, 260 Commercial Street, Provincetown, MA 02657 on the prospect of attaining designation as a Massachusetts Cultural District.

Said hearing will address the potential advantages to the Town, including its residents and local businesses, potential disadvantages, if any, and the procedures involved in attaining such designation.

The public is encouraged to submit any comments in writing by Friday, March 17, 2017 to the Provincetown Cultural Council, Provincetown Town Hall, 260 Commercial Street, Provincetown, MA 02657, by email to ProvincetownCulturalCouncil@gmail.com, or in person at the hearing.

Robert D. Speiser, Chair

Provincetown Banner: March 9, 2017, March 16, 2017

LM – was also contacted by Provincetown 10K and is fully supportive of them showing up before the VSB and looking forward to hearing more information on the Towleroad proposal.

RM- none

JC – none

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

Move to approve the meeting minutes from February 21st, 2017.

Motion: HS Second: LM

Roll call vote: 4-0-1. Motion carries.

RM abs

JC yea

LM yea

MP yea

HS yea

Move to adjourn.

Motion: HS Second: RC

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

RM yea

JC yea

LM yea

MP yea

HS yea

The meeting was adjourned at 4:08pm.

Respectfully submitted,

Radu Luca