

Meeting Agenda

The Visitor Services Board will hold a public meeting on **Monday, August 28th, 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. Red Thread Communications Provincetown Brand Positioning: logo, tag line, brand identity. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Rick Murray)
3. 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:

<u>Publication / Organization</u>	<u>Campaign</u>	<u>Proposal</u>
NYC LGBT Expo	trade show attendance Sep 2017	travel
New York Times Travel Show	trade show attendance Jan 2018	\$3,800 + travel
Sunderland Printing	Fall 2017 Events Calendar	\$600 + shipping
Clear Channel Media	Fall 2017 Outdoor digital billboard	\$13,000

- 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.

<u>Publication / Organization</u>	<u>Campaign</u>	<u>Proposal</u>
Red Thread Productions, Inc.	travel reimbursement	\$1,275.71

Tourism Administration:

<u>Organization</u>	<u>Funds Awarded</u>
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Board Members' Statements—comments from Board members. Discussion dependent. Motions may be made. Votes may be taken.

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

Posted by the Acting Town Clerk: www.provincetown-ma.gov, 8/23/17 8:30 am dv