

**Town of Provincetown  
Visitor Services Board with BOS  
Meeting Minutes from August 28<sup>th</sup>, 2017,  
5:00 pm  
Town Hall, Judge Welsh Room  
260 Commercial Street  
Provincetown, MA 02657**



**BOS members present: Cheryl Andrews – Chair, Erik Yingling – Vice Chair, Tom Donegan, Robert Anthony**

**VSF Members present:** Rick Murray - Chair, Bob Sanborn, Regina Cassidy, Jay Gurewitsch, Susan Avellar

**BOS members absent:** Louise Venden – excused.

**VSF members absent:** Lesley Marchessault – Vice Chair - excused

**Meeting was called to order at 5:00 pm by Cheryl Andrews and Rick Murray, respectively.**

**Staff:** David Panagore, David Gardner, Elizabeth Paine, Anthony Fuccillo, Radu Luca.

**Others:** Nadine Licostie – Red Thread Productions, Candy Collins-Boden – Provincetown Chamber of Commerce, Katy Ward – Provincetown Banner.

**Agenda:**

1. Round table discussion Board of Selectmen – Visitor Services Board.
  - a. Part three of facilitated discussion on marketing initiatives for Provincetown Office of Tourism. Discussion dependent. Motions may be made. Votes may be taken.
  - b. Review of Logo Survey
  - c. Visual Identity and Branding

NL – the goal for today is a bit more tactical and address some of the issues from prior meetings: today’s meeting will cover the state of global tourism (economics and social responsibility) and also come up a viable strategic plan.

Deloitte - 2017 travel and hospitality industry outlook (presentation attached in the BOS packet).

The plan for Provincetown- communication and marketing plan to cover and represent all facets Provincetown has and how to create more destination awareness, self-sustainability and preservation of national resources.

DP – Provincetown is not necessarily competing with similar destinations in the US, but with tourism destinations globally and even countries altogether (Spain, Greece, etc.).

TD – it’s important to look at data and information that we have; how to reach the people who don’t know about Provincetown and how to address the demographic that’s already been coming here; look at the values of Provincetown has and has to offer. There is a lot more competition out there, more LGBT-friendliness and a lot more eco so consumers have more options. Underlined the importance of the Blue Economy and how it ties into the hospitality sector. During the first round table we looked at a variety of logos and asked whether using the rainbow colors together with the tagline “You Belong Here” would become an exclusive representation of the town. NL said the color spectrum is used in the arts community and other organizations use the rainbow colors, such as NBC. People in the community would recognize as an LGBT symbol, but people in Hawaii would see it as a rainbow. We’re talking about context, visual identity and telling stories about Provincetown, but this spectrum is a beacon representing the LGBT and the arts communities alike. The VSB boarded with all this in mind and we will keep on testing this logo and tagline.

SA – wanted to underline the importance of harbor and marine services and industry.

RC – believes our demographics are looking for better value, but there are also a number of people coming into town on private planes.

RM – we have to maintain our current demographics and keep reinforcing the value of returning to Provincetown, but also encourage new markets and audiences to come visit; the homeowners are very important to Provincetown and they spend a lot of money in town; it’s important to (re-) educate new markets but also the newer demographics on what we (still) have to offer; believes we can promote Provincetown through stories and spread the word about what the town has to offer.

RA – underlined the importance of the National Seashore Parks and the Cape Cod National Seashore Park. Inquired whether we knew how many of those visiting the parks come and spend money in town, in our shops, restaurants and art galleries, etc.

Would be interested in having the Park Services representatives sitting at the table and being part of the conversation.

CA – we’re not only looking for gender and pay equality, but also we need to put the word out that we embrace different cultures from all around the world. Believes the new logo represents a gay flag and hopes for more communication between the BOS and VSB.

TF – the VSB met on Monday August 21<sup>st</sup> and voted to adopt a new logo and tagline: “Provincetown – You Belong Here”

**Motion to adjourn**

**Motion: RM**

**Second: JG**

**5-0-0**

The meeting was adjourned at 6 pm.

Respectfully submitted,  
Radu Luca