

**Town of Provincetown
Visitor Services Board
Meeting Minutes of
Monday, August 7, 2006
Judge Welsh Meeting Room**

Chairman Lynne Davies convened the meeting at 11:11 AM noting the following attendees:

VSB members: Lynne Davies, Chairman; Peter Bez, Vice Chairman; Kathleen Fitzgerald; Laurel Guadazno (departed at 12:35); Michael Peregony; Mick Rudd (departed at 12:55) and Hersh Schwartz.

Other attendees: Bill Schneider, Administrative Director of Tourism; David Gardner, Administrative Assistant II; Candice Collins-Boden, Chamber of Commerce; Don Kunnttila, Provincetown Business Guild.

MOTION: Move to approve the minutes of the July 10, 2006 VSB meeting.

Motion by: Laurel Guadazno; **Seconded by:** Hersh Schwartz; Yea: 4; Nay: 0; Abstain: 3 (PB, KF, MR)

COOPERATIVE ADVERTISING MARKETING GRANTS WITH THE CHAMBER OF COMMERCE AND PROVINCETOWN BUSINESS GUILD

Bill Schneider gave a power point presentation update of the FY07 Media Plan covering media advertising, travel and trade shows, and cross promotion opportunities. Potential opportunities include: a Town Fair to coincide with 12th Annual Family Week in 2007, ITB in March 7-11, 2007 in Berlin, TIA is conducting a GLBT Travel Study. The Proposed FY08 Media Plan. Candice and Don were in attendance.

Candice: The Chamber plans their Marketing Plan around the Tourism Office's Marketing Plan, and continues to target markets, media outlets and venues in which the Tourism Office does not participate. The Cooperative Grant provided by the Visitor Service Board is a very important component and valuable resource in the Chamber's marketing efforts. The Chamber continues to survey businesses in town and plans to report back and share that information with the VSB.

Don: Reports Carnival planning is going very well. The VSB should do more to create and reach out to grass roots groups. Website advertising is most important and should be maximized. GLBT community is very computer savvy, and the PBG plans to tap into this venue. Key West has a site that keeps people connected to town even when they are not visiting, www.pistolandenama.com.

Lynne: Have you seen a change in the demographics of the types of visitors that come to town?

All agreed the lack of consumer confidence, rising gas prices and the economy have all impacted travel patterns and visitor demographics. It is important to understand these factors even though we have little control over them.

TRAVEL INDUSTRY ASSOCIATION GLBT TOURISM RESEARCH STUDY

TIA is conducting the first in-depth study of gay travel preferences, attitudes and behaviors regarding destination choices, activities for business and leisure travel and awareness of gay-friendly destinations and brands. The TIA is looking for sponsorship of the study, which would provide an opportunity to help shape the study, as well as add propriety questions. The survey will be conducted with a sample of 2,000 adult travelers, as well as 500 non-gay adult travelers. Members will review the handout and table the discussion until the next meeting.

DATA COLLECTION INITIATIVE

Bill Schneider is continuing to compile data from all possible sources relating to the local visitor serving industry during the 2005 calendar year. An annual report will be created and presented to the VSB every year to allow them to have a greater understanding of tourism trends on an annual basis.

PROVINCETOWN VIDEO TOUR – RFP

We received two responses to the RFP although neither met the RFP criteria. It was agreed to table the discussion and have the ADT report back with an alternative proposal at the next meeting.

TOURISM DIRECTOR'S REPORT

PUBLIC RELATIONS AND MARKETING

Footage for our VNR, featuring a look at arts and culture in Provincetown, was shot on Monday, July 24th. Picture perfect weather greeted the crew as they arrived from Boston, and a rough cut should be available later this week.

In response to the Banner display ad and email blasts from the Chamber and PBG, 18 businesses have requested links to the Tourism Office website. In an effort to cross-promote the PTO's efforts, the ADT recommends businesses requesting a link from the PTO site agree to provide a link from their site to the PTO's website, which will help direct traffic to and from the Tourism Office website.

During the period from June 20, 2006 through July 19, 2006, the PTO's web banner ad on the CapeCodTravel.com website (in collaboration with our advertising contract with *Best Read Guide*) had 55,102 ad views, resulting in 188 pass-through hits.

During the last four weeks, the PTO has responded to 33 requests for information received via the website, 16 leads from *New England Travel and Life*, 12 from *ARTnews*, and two direct requests.

Statistics from our Town Hall Visitor's Center, which was staffed with volunteers during two weeks in July, include 371 visitors from July 10-14 and 496 visitors from July 17-21.

ADVERTISING AND MEDIA

The new banner ad was introduced on the Boston Phoenix website last week. Featuring Provincetown as a romantic getaway, the Tourism Office will be selecting one winner each week through the end of August. Each week the winner will receive two round-trip fast ferry tickets (courtesy of Bay State Cruise Company and Boston Harbor Cruises).

New ads have been prepared for *ARTnews* (September issue), *Boston Spirit Magazine* (October/November edition), *Concierge* (Fall 2006 issue), *Natural New England* (Spring, Winter and Fall edition) and *Panorama Magazine* (September issue).

Provincetown is featured on the cover of the current edition of *Panorama* ("The Official Guide to Boston"). The cover story ("Day Trippin'"), features a glimpse of Provincetown as a day-trip destination.

The contract with *Group Tour Magazine* expires with the publication of the winter edition in November. This publication is sent to 15,000 travel agents, motor coach companies, group leaders, tour operators, receptive operators and bank club directors. The ADT has negotiated an agreement for a one-half page four-color ad to appear in four issues of *Group Tour Magazine* next year (February, May, August and November). In addition, reader service leads (which are active marketing leads) will be provided to the PTO each month (including mailing labels and a detailed report). Finally, the PTO website will be featured on a skyscraper ad at www.grouptour.com. The total value of this proposal is \$17,440; however, the ADT negotiated a discount of \$7,363 and recommends the VSB approve the purchase of four one-half page ads in Group Tour Magazine with the added value components (reader service leads and website skyscraper ad) for \$10,077.

MOTION: Move to approve \$10,077 from the FY07 Marketing Budget for the purchase of four one-half page ads in Group Tour Magazine with the added value components (reader service leads and website skyscraper ad).

Motion by: Peter Bez; **Seconded by:** Kathleen Fitzgerald; Yea: 5; Nay: 0; Abstain: 0

BUDGET UPDATE

A rough draft of the Five Year Plan is ongoing. Bill Schneider is meeting with the various town departments who have received Tourism Funds in FY06 and will present the draft at the August 21, 2006 meeting.

BATHROOM SIGNAGE INITIATIVE

MOTION: Move to direct the ADT to draft a thank you letter to the owner of the Common's Guest House and Restaurant for installing a bike rack at their own expense.

Motion by: Peter Bez; ***Seconded by:*** Kathleen Fitzgerald; *Yea: 5; Nay: 0; Abstain: 0*

The meeting was adjourned at 1:20 PM.