

**Town of Provincetown
Visitor Services Board
Meeting Minutes from February 6, 2013—3:00 pm
Tourism Office, 330 Commercial Street**



Members present: Mick Rudd- Chair, Jim Bakker- Vice Chair, Marian Peck, Lynn Mogell, Hersh Schwartz, Rick Murray (conference call)

Members absent: Michael Peregón – excused

Meeting was called to order at 3:00 pm by Mick Rudd.

Staff: Anthony Fuccillo, Radu Luca

Others: Sharon Lynn- Town Manager

Agenda:

1. Public Statements—Five minutes maximum. Board members are not obligated to respond to Public Statements.

None

2. Requests: Discussion dependent. Motions may be made. Votes may be taken.

None

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. Discussion dependent. Motions may be made. Votes may be taken.

- **Cape Cod Times:** Sunday CCT on 2/3 = Winter Weekends – Valentines Day Focus
- **Radio:** Week of 2/4 & 2/11 Provincetown Winter Weekends - 30 second spots on WCOD, Cool and Ocean
- **Digital Radio:** Tile ads on Cool and WCOD have been changed to Provincetown Winter Weekends.
- **Edge On The Net:** Placed iPad ad - February Winter Weekend ad
- **Provincetown Like Nowhere Else:** PBG Publication – **iPtown Announcement Ad** Offered a ¼ page ad at the 1/8 page price – We could have a complimentary 1/8 Page ad –

Motion: Move to approve \$408 for ¼ page ad in Provincetown Like Nowhere Else magazine to announce the iPtown app.

Motion: Lynn Mogell

Second: Hersh Schwartz

Discussion: Marian inquired about the co-op grant we give to the PBG. Tony explained the co-op grant is a matching, marketing, tourism grant the VSB gives to the PBG, but this is a good, separate opportunity to advertise the iPtown app.

Roll Call vote:

- Mick Rudd yea
- Lynn Mogell yea
- Jim Bakker yea
- Hersh Schwartz yea
- Marian Peck yea
- Rick Murray yea

Yea 6

Nay 0

- **New England Tour Center:** Distribute Media at 11 Public and Trade shows in Canada \$440 – Provincetown link on Website having 12,000 unique visitors quarterly \$50 – Place half page ad in East Coast Traveler Magazine \$1,000 print 60,000 for summer – A fall publication is planned and ad will be placed in fall issue as well - Ad will appear in on line version on website – 40% of the visitors to the site 19,000+ visit the online version of the magazine

Motion: Move to approve \$1,490 plus sales tax and shipping for media distribution, website link, half-page ad with the New England Tour Center.

Motion: Marian Peck

Second: Jim Bakker

Roll Call vote:

- Mick Rudd yea
- Lynn Mogell yea
- Jim Bakker yea

Hersh Schwartz yea
Marian Peck yea
Rick Murray nay

Yea 5

Nay 1

Provincetown International Film Festival: We will receive a complimentary full-page ad in the catalog – We will use the iPtown Announcement Ad – This is a great audience to reach for the app

- **Best Read Guide Cape Cod:** Full Page ad on Page 3 in the June and October issues - \$2,000 per issue – October issue is circulated through April – This price is 35% off the rate card price

Motion: Move to approve \$4,000 for a full-page ad in 2 issues (June and October) of Best Read Guide.

Motion: Rick Murray

Second: Jim Bakker

Roll Call vote:

Mick Rudd yea
Lynn Mogell yea
Jim Bakker yea
Hersh Schwartz yea
Marian Peck yea
Rick Murray yea

Yea 6

Nay 0

- **Boston Globe Magazine:** Place four 1/3 vertical ads – April 7 Food Issue, April 28 Arts Magazine, May 19 Summer Travel, and June 2 Weekend Fun Guide– The price is with a 15% discounted rate

Motion: Move to approve \$10,536.60 for 4 ads in the Boston Globe Magazine.

Motion: Lynn Mogell

Second: Jim Bakker

Discussion: Rick Murray believes we need to move away from print media towards more social and digital media. Lynn thinks it's a good idea to be present in other issue of the magazine other than the Travel issue. Hersh Schwartz also believes that the 10k could be put to better use in other areas.

Roll Call vote:

Mick Rudd yea
Lynn Mogell yea
Jim Bakker yea
Hersh Schwartz nay
Marian Peck abstention

Rick Murray nay
Yea 3 Nay 2 Abstention: 1

Motion: move to rescind motion on Boston Globe Magazine.

Roll Call Vote:

Mick Rudd yea
Lynn Mogell yea
Jim Bakker yea
Hersh Schwartz yea
Marian Peck yea
Rick Murray yea

Yea 6 Nay 0

Motion: Move to table Boston Magazine until next meeting.

Roll Call Vote:

Mick Rudd yea
Lynn Mogell yea
Jim Bakker yea
Hersh Schwartz yea
Marian Peck yea
Rick Murray yea

6 yea Nay 0

- **Yankee New England's Magazine:** Place 1/3 page ad in May/June Annual Travel Guide Issue

Motion: Move to approve \$5,200 for 1 ad in the Yankee Magazine May/June issue.

Motion: Rick Murray Second: Lynn Mogell

Roll Call vote:

Mick Rudd yea
Lynn Mogell yea
Jim Bakker yea
Hersh Schwartz yea
Marian Peck yea
Rick Murray yea

Yea 6 Nay 0

B. VSB Administration:

more

- **Greater Boston Concierge Association Affiliate Trade Show:** Tuesday April 23 at Falcon Cruise Terminal from 5:30 – 8:30pm – The show attendees are Concierge, front desk staff, doormen and bellmen.

Motion: Move to approve \$250 plus travel for the GBCA Affiliate Trade Show.

Motion: Hersh Schwartz Second: Jim Bakker

Discussion: Lynn believes this is a very important trade show to attend.

Roll Call vote:

Mick Rudd yea

Lynn Mogell yea

Jim Bakker yea

Hersh Schwartz yea

Marian Peck yea

Rick Murray yea

Yea 6

Nay 0

- **Discover New England Summit and International Market Place:** 75+ International Tour Operators and Receptive Operators who arrange trips for tens of thousands of international travelers annually - April 29 – May 1

Motion: Move to approve \$895 plus travel for an Exhibitor booth outside the Marketplace at Discover New England.

Motion: Hersh Schwartz Second: Jim Bakker

Roll Call vote:

Mick Rudd yea

Lynn Mogell yea

Jim Bakker yea

Hersh Schwartz yea

Marian Peck yea

Rick Murray yea

Yea 6

Nay 0

- **Massachusetts US Route 6 Tourist Association:** 2013 Membership Renewal

Motion: Move to approve \$150 for renewal of membership with the Massachusetts U.S. Route 6 Tourist Association.

Motion: Rick Murray Second: Hersh Schwartz

Roll Call vote:

Mick Rudd yea

Lynn Mogell yea
Jim Bakker yea
Hersh Schwartz yea
Marian Peck yea
Rick Murray yea

Yea 6

Nay 0

- **Tradeshow Booth:** After working with Marmillion and Topher on the booth mural we have realized we can not effectively represent the 4 Seasons and both the GL BT and rest of the population effectively with one booth – Therefore we would like to have two booths - This will require 4 additional panels

Motion: Move to approve \$1,400 for 4 additional panels for the Provincetown Tradeshow Booth.

Motion: Marian Peck

Second: Hersh Schwartz

Discussion: Rick Murray would like to see the design of the booths before they went to print.

Roll Call vote:

Mick Rudd yea
Lynn Mogell yea
Jim Bakker yea
Hersh Schwartz yea
Marian Peck yea
Rick Murray yea

Yea 6

Nay 0

- **Board of Selectmen:** Rescheduled to Monday 25 February – Present 2020 plans – John McDonagh from Pilgrim Monument will join Mick and I – We will present the first draft of the Tourism Office Marketing Campaign – John will present a draft of programs and events to be administered by a 400 Year Committee

Mick mentioned that several people met with Paul Cripps from the Plymouth County Convention and Visitors Bureau and believes that there would be a good report to present to the BoS at the end of February.

- **Calendar of Events** – Printing completed 18 January – Tourism Office received them Tuesday 22 January – They are in the Town Hall, Chamber and Library

Rick Murray asked whether the VSB could see the events calendar before it went to reprint and that it's important to provide accurate information to our visitors.

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Marian believes that once we have the app it will be easier to manage the calendar and put out accurate information.

On when to list Halloween, Lynn Mogell mentioned that there's more around the weekend of Oct 25-27 than there is on the weekend after.

- Terrace/Courtyard 330 Commercial Street: Sharon Lynn feels the responsibility to get the 3 estimates for the brick work in front of the Tourism Office is the DPW – I informed Rich Waldo
- Art installation on the Water Tower: Cellular antennas will be voted on at the April Town Meeting. Before we move further on this; it is recommended we wait to see the outcome of the antenna vote
- Fire House #3: David Gardner, Radu and I visited the fire house – We agreed the project to clean it out and improve the appearance will commence in March after we remove 50% of the cartons full of swag bags for the GLBT EXPO – This will provide us the space needed to work
- Provincetown made the Smithsonian's top 10 US small cultural Towns. The PR firm sent a piece on Provincetown to Smithsonian
- Town Hall Auditorium Seating: This has been in discussion by town management and the Board of Selectmen – There is a proposal to upholster all the seats with leather at a cost of \$71,000 – This needs to be revisited – Sharon Lynn would like to provide more details

Sharon Lynn mentioned Stephen Borkowski got a quote for \$71k to upholster all seats and that no particular fabric was discussed. The Selectmen said it was too expensive to upholster the seats and said that approval from the Historical Commission was needed. The seats are stackable and have a historic significance and both the BoS and the HC would support the project, but would like to keep the current seats and upholster them. More information is need before presenting to the BoS.

- Town Hall Auditorium HVAC: A machine upgrade is underway to improve the issue of the dramatic temperature changes – Sharon Lynn would like to provide more details

Sharon Lynn said Town Hall has two zones (downstairs- the offices and upstairs- the Auditorium) and the machine is not large enough to cover both zone 1 and 2 at the same time. In the summertime it takes longer for the Auditorium to cool down, but in the wintertime it takes less for the Auditorium to heat up because heat rises. The system itself is fine, but an enhancement to the system that would improve the problem of having these spurts of cold air is underway- the change of location from the first floor is about \$17k and the Town Manager has already signed off on this. She assured the VSB the change in location would provide a major improvement for the upcoming season.

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Social Media Update (Radu)

- Radu provided a social media update

4. Board Members' Statements—comments from Board members. Discussion dependent. Motions may be made. Votes may be taken.

Mick Rudd- none

Jim Bakker-

Asked whether there was a monthly report for Marmillion. Tony said that Marmillion + Co. list their activity with their monthly invoice.

ArtNews magazine did an 11-page advertorial on Key West in their January issue. Jim believes this magazine is a good one to advertise in.

Lynn Mogell-

Inquired whether it was possible for the VSB to use available and unspent funds go towards major projects, such as the Pilgrims' 400th anniversary, the bas-relief, etc. Believes that creating a mechanism that would allow redirecting unused funds for marketing projects is key. Suggested an additional category within the Marketing line item in the budget to go towards Commemorative Events.

Marian Peck- none

Hersh Schwartz- none

Rick Murray- none

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

Motion: Move to approve the minutes from 1.16.2013.

Motion: Jim Bakker

Second: Hersh Schwartz

Roll Call vote:

Mick Rudd yea

Jim Bakker yea

Lynn Mogell yea

Marian Peck yea

Rick Murray (not present for vote)

Yea 5

Nay 0

Motion: Move to adjourn.

Motion: Marian Peck

Second: Hersh Schwartz

Roll Call vote:

more

Mick Rudd yea

Lynn Mogell yea

Jim Bakker yea

Hersh Schwartz yea

Marian Peck yea

Rick Murray (not present for vote)

Yea 5

Nay 0

Meeting was adjourned at 5 pm.

Respectfully submitted,

Radu Luca