

**Town of Provincetown
Visitor Services Board
Meeting Minutes from March 18, 2013—3:00 pm
Tourism Office, 330 Commercial Street**



Members present: Mick Rudd- Chair, Jim Bakker- Vice Chair, Hersh Schwartz, Rick Murray, Michael Peregou, Marian Peck, Lynn Mogell

Members absent:

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

Staff: Anthony Fuccillo, Radu Luca

Others: Erin Atwood, Tamara Endich

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.
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- **Boston Globe Magazine and Digital Magazine:** Place 5 2x9.75' ads in Boston Globe Magazine – April 7 Food Issue, April 28 Arts Magazine, May 19 Summer Travel, June 2 Weekend Fun Guide, and September 8 Fall Travel – Place a combination of Digital Ads April 15-June 15, 2013, 925,000 Impressions, in Boston Globe.com and Boston.com Lifestyle Travel Section and Magazine Section, Cape Cod Destinations, and Run of Site for \$15,090.

Move to approve \$15,090 for Boston Globe Package of 5 Print Ads and 925,000 Digital Ad Impressions.

Motion: Mike Peregón

Second: Lynn Mogell

6-1-0

Discussion:

Rick Murray wished Boston Magazine gave us a better online presence and rate and hopes the investment will be worthwhile.

Lynn Mogell believes The Boston Globe is an important magazine to be in. The Boston market is our biggest draw and we need to remind its audience what Provincetown has to offer.

- **NJ.com & Conde Nast Digital:** Digital New Jersey Star Ledger – Composite of 12 Digital News Papers reaching all of New Jersey, NY & Philadelphia Metro areas - 3,890,00 impressions – 300,000 Extended Reach Impressions Targeting First Class Travel Purchasers, Diners and Art & Entertainment Consumers – Conde Nast collection of 8 Digital Magazines – 850,000 impressions – Total impressions 4/1/13-5/31/13 5,040,000 @ \$5.95CPM

Move to approve \$30,000.35 to Advanced Digital Media Group, NJ.com and Conde Nast package of 5,040,000 digital ad impressions.

Motion: Rick Murray

Second: Hersh Schwartz

7-0-0

Discussion:

Lynn Mogell asked whether these are the digital components of the abovementioned issues. These are subscription-based, and the end-user will not have access to the ads on the print versions.

Rick Murray commends Staff for bringing this proposals to the table, but believes the offer comes with a big price tag and that if we spend this amount we should be able to track what kind of traffic this generates towards our website. He also believes that our PR Firm should be consulted on this matter.

Tony mentioned that advertising in these publications will market to an elite (in several key markets: the Metro New York area, Hudson Valley, Philadelphia, Fairfield County) and that the online impressions are customized to the users' profiles and likes.

- **Sunday Cape Cod Times- 7 Sunday 1/4 page ads April-June, Ads will include online Leaderboard linked to website**

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- **Travel Writers Press Trip June 2013:** We are working with Marmillion to organize a FAM trip in June. Val will hand pick six attendees. We currently have \$4,500 remaining from the June 2012 Press Trip – The FAM will include Airfare, lodging, meals and entertainment, as well as exposure to arts, culture and history of Provincetown

The Board believes Staff and the PR Firm should choose a strategic time for a potential press trip in June.

- **Board of Selectmen: Monday 25 February – Presented 2020 Marketing Campaign Draft and Public Relations Budget Draft** – John McDonagh from Pilgrim Monument also attended and presented an Events and Program Draft to be administered by a 400 Year Committee
- **Fire House:** David Gardner has communicated with DPW to begin work on improvements
- AAA Travel Market Place: March 1,2,3 – Attended show in Foxborough MA
- GLBT Expo: March 8,9,10 – Attended show in New York NY

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- CapeNet is coming to Provincetown and will have an economic impact on tourism in the longer run.

Ewa Nogiec rented Town Hall for Ten Days of Art and believes the event and exhibit will have a better impact than previous years.

Jim Bakker-

Hersh Schwartz-

Rick Murray- would like to bring Provincetown to another destination, city, town, venues in New York, Boston, Chicago, Atlanta, etc as a joint effort from the VSB, PBG and the Chamber.

Marian Peck- inquired about the monthly report from Marmillion

Lynn Mogell-

Mike Peregou- Pride Fest in Fort Lauderdale was pretty well attended. Need to make more information for campers available.

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

Motion: Move to approve the minutes from 2.6.2013.

Motion: Hersh Schwartz Second: Mike Peregou 7-0-0

Motion: Move to adjourn.

Motion: Marian Peck Second: Lynn Mogell 7-0-0

Meeting was adjourned at 5:10 pm.

Respectfully submitted,
Radu Luca