

**Town of Provincetown
Visitor Services Board
Meeting Minutes from April 17, 2013—3:00 pm
Tourism Office, 330 Commercial Street**



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

Members absent: Lynn Mogell- excused

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

Staff: Anthony Fuccillo, Radu Luca

Others: Candy Collins-Boden

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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- **EDGE on the Net:** May 1st will send e-mail blast to 50K EDGE email subscribers – Provincetown Events Calendar edited to highlight LGBT events – This has a global reach
- **EDGE on the Net:** Date TBD. Has agreed to provide a second E-Blast at not charge to announce the launch of iPtown
- **Cape Cod Magazine:** June Summer Guide – ½ page ad and 60 word advertorial – Ad will promote iPtown – Will provide additional high resolution images to editor to be used with their editorial – Digital complement on website and iPad magazine –

Motion: move to approve \$850.00 for ½ page ad and 60 words or advertorial in June issue of Cape Cod Magazine.

Motion: Hersh Schwartz

Second: Jim Bakker

Roll Call vote:

Mick Rudd yea

Hersh Schwartz yea

Jim Bakker yea

Mike Peregón yea

Marian Peck yea

Rick Murray yea

Yea 6

Nay 0

- **Chronicle Channel 5:** Will be visiting Provincetown in May for 2 nights, 3 days – planning a segment on what is new this season
- **ManAboutWorld:** iPad magazine – Working with Ed Salvato through the PBG for a journalist to visit for two nights, May 24 & 25
- **Eishockey NEWS:** German sports newspaper with a Travel-/Holiday-/Car-Page – Journalist writes weekly travel page and will be touring New England and Cape Cod in June – working with Chamber of Commerce to provide a one nights stay in Provincetown on June 14
- **Gay Days:** Recommended by Rick Murray at last meeting – Thursday 30 May – Sunday 2 June Set-up 29 May – PBG is not able to support this year – Recommend planning in advance and attending the 2014 Gay Days in Orlando
- **Hot Spots:** Recommended by Rick Murray at last meeting – 6 full page ads in weekly magazine – May 2 to June 6 – The June 6 issue will be a Provincetown Issue with 3 double page editorial features – This includes the digital magazine - Hot spots will post the ads on Hot Spots Facebook page weekly to be viewed by their 15K followers.

Motion: Move to approve \$8,500 for 6 full-page ads in Hot Spots weekly magazine.

Motion: Mike Peregón

Second: Hersh Schwartz

Roll Call vote:

Mick Rudd yea

Hersh Schwartz yea

Jim Bakker yea

Mike Peregou yea

Marian Peck abstain

Rick Murray yea

Yea 5

Nay 0

Abstention 1

- **Provincetown Logo:** Rob Westerberg agreed to revamp the logo for \$850

Motion: move to approve \$850.00 for a new Provincetown Logo.

Motion: Marian Peck

Second: Hersh Schwartz

Discussion: Mike Peregou asked whether the illustrator would make courtesy edits.

Roll Call vote:

Mick Rudd yea

Hersh Schwartz yea

Jim Bakker yea

Mike Peregou yea

Marian Peck yea

Rick Murray yea

Yea 6

Nay 0

B. VSB Administration:

- **Skype call with Val Marmillion from Marmillion + Co.**

- **Media outlets**

- 17 releases went out to-date
- put Provincetown on the map with writers
- responding to media requests: i.e. the Human Rights Campaign issue, the Smithsonian Magazine
- focus on the firsts Provincetown has to offer
- launch of summer event releases
- brand positioning: America's First Destination – in relation to the 400th anniversary: retrace the route of the Pilgrims, international visitors pilgrimage

more

- PR Firm recommends small ads in Jet Blue and Cape Air magazines for the iPtown app
- **Monthly reports:** Marmillion to send more detailed monthly reports
- **FAM trip updates and planning**
 - Low return on previous LGBT-focused FAM trip
 - Timing- first or second week in June
 - LGBT Summit in Boston during our Carnival Week can present an opportunity to bring travel writers to Provincetown
 - PR Firm to present a budget for FAM trip(s)
- **Smartphone application development**
 - work closely with the developer and staff
 - launching around Memorial Day weekend
 - have stickers promoting the app and ask businesses to place stickers in windows, etc
 - illustrations could be used outside the app as well to promote the app: banners, etc
 - work with designers and build a social network for the organization and the Town
- **Taking Provincetown on the Road:** tie it up with destinations where Jet Blue flies and to other events happening at various destinations. Building greater critical mass to leverage funds; focus on large urban markets, such as: San Francisco, Los Angeles, Chicago, etc; work closely with organizations (Pilgrim Monument), activities (Whale Watch), etc to capture zip codes and geo-location.
- **Branding and tagline:** Like Nowhere Else has been used too much, PR Firm recommends America's First Destination in regards to the 400th anniversary of the Pilgrims; also, Provincetown is a place for many firsts. Brand positioning has already started.

Motion: Move to approve the tagline "America's First Destination" as the official tagline of the Provincetown Tourism Office.

Motion: Hersh Schwartz

Second: Jim Bakker

Discussion: Mike Peregón asked whether we should officially retire the old tagline "Like Nowhere Else." Old tagline still used in language describing Provincetown.

The new tagline has been used in ads, media, etc and it will officially be rolled out with the app.

Roll Call vote:

Mick Rudd yea

Hersh Schwartz yea

Jim Bakker yea

Mike Peregón yea

Marian Peck yea

Rick Murray yea

Yea 6

Nay 0

- **International Cruise Symposium:** Attending a meeting at MOTT 19 April – No new news to report
- **Discover New England:** Radu attending - 25 appointments confirmed – 20 are international, Germany, Italy, France, UK, Japan, Netherlands, Belgium
- **Fire House:** Working with DPW to sheetrock the interior. We have volunteers to Paint the walls
- **Tourism Grants 2014: VSB is on BOS Agenda Monday 13 May to approve 2014 Tourism Marketing Grants and Co-op Grants**

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- none
Hersh Schwartz- none
Rick Murray- none
Marian Peck- none
Mike Peregon- none

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

Motion: Move to approve the minutes from 4.3.2013.

Motion: Mike Peregon

Second: Marian Peck

Roll Call vote:

Mick Rudd yea

Hersh Schwartz (absent for this vote)

Jim Bakker yea

Mike Peregon yea

Marian Peck yea

Rick Murray yea

Yea 5

Nay 0

Motion: Move to adjourn.

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Motion: Mike Peregon Second: Jim Bakker

Roll Call vote:

Mick Rudd yea

Hersh Schwartz (absent for this vote)

Jim Bakker yea

Mike Peregon yea

Marian Peck yea

Rick Murray yea

Yea 5

Nay 0

Meeting was adjourned at 5:10 pm.

Respectfully submitted,

Radu Luca