

**Town of Provincetown
Visitor Services Board
Meeting Minutes from May 8, 2013—3:00 pm
Tourism Office, 330 Commercial Street**



Members present: Jim Bakker- Vice Chair, Hersh Schwartz, Michael Peregon, Rick Murray, Lynn Mogell

Members absent: Mick Rudd- Chair- excused, Marian Peck

Meeting was called to order at 3:00 pm by Jim Bakker.

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
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Discussion: Rick Murray thinks it would be a good idea to have our brochure distributed at Terminal C and E where Jet Blue and Cape Air fly, but also at South Station.

- **Provincetown Banner:** Place a full page ad to communicate to the residents and business owners of Provincetown what iTown is all about and make one last invitation to be a part of the app before it launches – This ad is not meant to be subtle – This ad is meant to boldly communicate this great vehicle the VSB is providing to the town

Move to approve \$1,296.60 for a full-page iTown ad in the Provincetown Banner

Motion: Lynn Mogell

Second: Rick Murray

5-0-0

- **Birds Eye View:** Place six ¼ page ads in Birds Eye View to promote the iTown app and Provincetown Americas First Destination to travelers on Cape Air

Move to approve \$2,400 for six ads in Birds Eye View.

Motion: Mike Peregón

Second: Lynn Mogell

5-0-0

Discussion: Rick Murray inquired about Birds Eye View's circulation. Lynn Mogell asked whether there was a possibility for advertorial.

- **Provincetown TV:** Placing the iTown on PTV with voice over to reinforce in the community

Discussion: Rick Murray said that businesses have multimedia capabilities and we can promote the app, etc.

B. VSB Administration:

- **Tourism Marketing Fund:** \$124.6K
- **Civic Plus:** Working with Civic Plus and IT Dept to update Tourism Website – We need to incorporate the new Logo, Font and Tagline – Additional enhancements will be considered and quote for board approval will be presented to you
- **Hot Spots:** We had a concern with the contract presented to us by Hot Spots – We have resolved the issue and will move forward with the agreement for the six weeks of print ads, the on-line leaderboard ads and three advertorials in the June Provincetown issue – working with Marmillion and Topher to maximize content

Anthony Fuccillo said there were some issues with the contract, which have been resolved.

Sharon Lynn, also the procurement officer for the Town, had a question regarding an apparent conflict of interest given the Crown's inclusion in the HotSpots proposal, but reassured the VSB that was an oversight from HotSpots, which had been solved.

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Rick Murray said his intentions were to promote Provincetown to the Florida market and that his establishment should not have been part of the proposal. Rick commended the Town Manager and Staff for resolving this issue quickly and professionally.

- **DNE:** Radu attended the summit – he had 27 appointments, including some appointments he picked up for Harbor Hotel
- **IGLTA Conference:** Well done conference with General Sessions and Educational Sessions – Identified new travel journalists interested in writing about Provincetown – working with an LGBT Travel Agency in Asia with a focus on Thailand, China, Korea, Japan to bring with tourists to Provincetown and Boston -
- **International Cruise Symposium:** Last meeting at MOTT canceled due to marathon bombing - Rescheduled for Tuesday 14 May – No new news to report
- **Tourism Grants FY2014:** VSB is on BOS Agenda Monday 13 May to approve 2014 Tourism Marketing Grants and Coop Grants – paperwork in completed and submitted to Board of Selectmen’s office
- **Boston Globe.com:** Digital Media Analysis and Insights
- **NJ.com and Conde Nast:** Digital Media Analysis and Insights

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.

Lynn Mogell – May 17, 2014 will be the 10th anniversary of same-sex marriage in Massachusetts and Provincetown should mark this event, which was a big day for the community.

Jim Bakker- none

Hersh Schwartz- none

Rick Murray- the VSB should reorganize after each election and that should be on the agenda.

Mike Peregon- is concerned about the tagline and that Provincetown might not be America’s first destination. Staff said that Provincetown is a place of many firsts and the first choice to visit, which is the description of the tagline.

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

Motion: Move to approve the minutes from 4.17.2013.

Motion: Mike Peregon

Second: Hersh Schwartz

5-0-0

Motion: Move to adjourn.

Motion: Hersh Schwartz

Second: Lynn Mogell

5-0-0

Meeting was adjourned at 4:40 pm.

Respectfully submitted,
Radu Luca