

**Town of Provincetown
Visitor Services Board
Meeting Minutes from June 19, 2013—3:00 pm
Tourism Office, 330 Commercial Street**



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

Members absent: Mick Rudd- Chair- excused

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

Staff: Anthony Fuccillo, Radu Luca

Others: Cathy Nagorski

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.

A. Media Placement:

- **Events Calendar Distribution:** Three months, August-October= Boston Transportation 19 locations \$900 – Four months July-October=Copley Place and Faneuil Hall \$1200 – Three months, July-October=Boston Attraction 62 Info Centers \$1,300

Move to approve \$3,400 plus shipping & handling of materials for CTM Media Brochure Distribution.

Motion: Hersh Schwartz Second: Rick Murray 6-0-0

Discussion: Hersh asked whether materials would be shipped to one location.

Mike Peregon asked about the events calendar inventory.

Marian Peck feels we need to compile a more elaborated brochure to hand out together with the calendar.

Rick Murray supports the idea of an upscale and sophisticated rack card to incorporate all facets of Provincetown.

- **Boston.com:** To promote traffic to Provincetown following 4th of July run a campaign on the Weather and Travel & Lifestyle pages (**150K impressions**) – Added Value 727K impressions ROS, Feature Box in Cape Cod Feature section, Travel Text Link = pages of Boston.com

Move to approve \$2,250 for 877K impressions on Boston.com the week of July 7-13.

Motion: Rick Murray Second: Lynn Mogell 6-0-0

Discussion: Mike Peregon asked how bad weather would affect the effectiveness of the campaign.

- **Radio:**

Move to approve \$12,000 for July – December Radio Campaign.

Motion: Mike Peregon Second: Hersh Schwartz 6-0-0

- **GLBT Expo:**

Move to approve \$6,000 for two 10x10 adjacent booths and electronic equipment, plus travel for the New York GLBT Expo, March 22-23, 2014.

Motion: Lynn Mogell Second: Mike Peregon 6-0-0

Discussion: Lynn Mogell asked whether it was advantageous to have a separate wedding booth. Next year is 10th year anniversary of marriage equality in Provincetown and event should be marked.

- **CMI:** Registration for December 11-13 CMI Conference in Fort Lauderdale

Move to approve \$500 plus travel to attend CMI Conference in Fort Lauderdale.

Motion: Rick Murray

Second: Lynn Mogell

6-0-0

B. VSB Administration:

- **International Strategy:** The presentation will take place on a future date – The International Marketing Strategy is directly tied into 2020 Marketing Strategy and needs to be incorporated - Marmillion to assist in the non-profit administration to maintain a seamless continuity in Provincetown marketing efforts

Val Marmillion and Tony Fuccillo present on Taking Provincetown on the Road. Staff and PR Firm will come up with a system and strategy for this initiative so that it yields a measurable return for the town. Marmillion + Co thought about pulling together a committee of people who come to Provincetown every year from major markets we want to attract, and have them be ambassadors for Provincetown. We could put together events for these ambassadors and make them part of the community outreach: Key West, Atlanta, Washington DC, New York, etc. We can work with guesthouses, put on receptions in Provincetown and do outreach to people who can be emissaries for Provincetown.

Tony thinks this is a different approach than what the VSB had discussed, but this idea has potential as well and we should look at opportunities all over the US.

Mike says these people could be the prime movers for taking Provincetown on the road.

Rick Murray wants to push for a sophisticated and worldly concept to bring Provincetown to bigger venues in New York, California, Florida: at events in Palm Springs, at Gay Days in Florida, etc. Invite key people from those areas to attend the events and be our emissaries in the region. We need to identify stakeholders to invite them all, welcome them back to their first home: Provincetown- America's First Destination. Would invite people from Provincetown first and reach out to them. Thinks VSB and Staff should budget around 30-40k for these types of events.

Lynn Mogell thinks we need to paint a picture for these emissaries to let them know what we need from them and what would work better in taking Provincetown on the road.

VSB believes we should have a networking event between now and Labor Day, a place where people are comfortable, something like PAAM, etc. Tony will explore possible locations for a networking event.

- **iPtown:** In testing

