

**Town of Provincetown
Visitor Services Board
Meeting Minutes from April 8, 2015, 3:00 pm
Community Development Department
Town Hall, 260 Commercial Street**



Members present: Cathy Nagorski – Chair, Jim Bakker- Vice Chair, Hersh Schwartz, Marian Peck, call, Bob Sanborn – conference call

Members absent: Rick Murray – excused, Mick Rudd

Meeting was called to order at 3:00 pm by Cathy Nagorski.

Staff: Anthony Fuccillo, Radu Luca

Others: Lynette Molnar – Girl Power Productions

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.

Lynette Molnar- here to speak about Single Women’s Weekend – attendance has been in decline in the past few years; FB has changed its policy regarding advertising to this particular demographic and GPP has been having issues targeting the demographic. There isn’t much interest so far in SWW event this year. Would like to change the dates for Single Women’s Weekend 2015 to overlap with Memorial Day Weekend dates.

3. Tourism Grant Application Process and Agreement. Discussion dependent. Motions may be made. Votes may be taken (requested by Cathy Nagorski)
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FY16 Tourism Budget has been approved on Town Meeting Floor. Jim Bakker had mentioned the VSB could give away block grants and show ongoing support to various non-profit organizations in town.

There was discussion on changing the agreement for FY16 to request of the grantee to report back to the VSB in person and in writing: 30 days for in writing and in person.

Bob Sanborn believes it's better to state that reporting back in person is advisable rather than binding and would like to see grantees report back at least by phone.

Other changes to the grant agreements / grant awarding process that were discussed:

- Include the recommendation that reporting back within 30 days after the event at least by phone, if not in person, is highly advisable in the grant guidelines.
- CN would like to have block grants awarded to different organizations: PMPM, PAAM, Coastal Studies, FAWC, Provincetown Theater. Would make the block grants \$5k for each just to streamline the application process for them.
- Qualifications (not restricted to): 501(c)(3) institution, co-op grant, marketing, year-round operations, etc
- CN would also like to have a points system to frame discussion, set up appointments, different criteria for qualifying, attendance, time of year, possibly only award grants as seed money, the role of the grants to promote off-season events, focus on May-June / Sep-Oct, economic ROI to cultivate new money to come into town, flexibility with seed money if there is a potential for long-term ROI, new versus recurring events, etc

4. 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.

- **Panorama The Official Guide to Boston:** Last summer the VSB participated in a ten week ad campaign in Panorama – 10 half page ads in the “Beyond Boston” section from May 25-September 28 – Covers period of 20 weeks – Flip thru guide on BostonGuide.com – Postings on Facebook and Twitter – \$18,460 value for \$5,000

Move to approve \$5,000 for 10 half-page ads in Panorama/BostonGuide.com.

Motion: Jim Bakker

Second: Marian Peck

Roll call vote: 5-0-0

Jim Bakker yea

Hersh Schwartz yea

Bob Sanborn yea

Marian Peck yea

Cathy Nagorski yea

- **Passport Magazine:** Publish 9 issues annually – Print magazine plus 100,000 online impressions, four newsletters - purchase 4 ads, get 5th ad free - \$37,715 value for \$12,000

Move to approve \$12,000 for 5 half-page ads in Passport Magazine.

Motion: Jim Bakker

Second: Marian Peck

Roll call vote: 5-0-0

Jim Bakker yea

Hersh Schwartz yea

Bob Sanborn yea

Marian Peck yea

Cathy Nagorski yea

- **Radio Fall Season:** July – December – Last year budget 12,000 and additional motions to include the summer campaign and December Holiday Shopping and New Year campaign we spent a total of \$15,894

Move to approve \$16,000 for Fall '15 Radio Campaign.

Motion: Hersh Schwartz

Second: Marian Peck

Discussion: CN asked whether radio is still big and advertising on the radio has a good ROI. BS suggested we looked at NPR stations as well.

Roll call vote: 4-1-0

Jim Bakker yea

Hersh Schwartz yea

Bob Sanborn yea

Marian Peck yea

Cathy Nagorski nay

B. VSB Administration

- **Provincetown Business Summit: Tabled from last meeting** - Discussion of how the VSB would like to move forward with this program – Should we have a summit twice, or one a year? I would like to recommend a departure from the ad hoc groups and make the summits more educational and supportive – Provide a Marketing Tool Kit to help businesses market and advertise, including recommended terminology to help synchronize with the VSB marketing – Possibly bring a speaker from YELP to provide information on how to maximize YELP
- **KIOSK update:** Marmillion has contacted a company in New England to provide quotes to refurbish and update hardware & software – We are also going to request quotes for entirely new equipment – The kiosks Marmillion has offered to gift to the VSB are 10 years old and new equipment may serve us better

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- **FAM update:** Invitations are going out to journalist and bloggers early April – We will begin working on the itinerary of events and requests to businesses
- **2020 Marketing:** Marmillion is working on the Edu-Project “Where in the world did the Pilgrims land”
- **Provincetown 2020 Earmark Funds:** The Tourism Fund Budget has \$15,000 earmarked for 2015 and 2016
- **Accommodations Tax:** The 3rd quarter accommodations tax collected – The November, December, January taxes collected were down \$1,157 – 1.4%

5. Board Members’ Statements: Comments from Board Members. Discussion dependent. Motions may be made. Votes may be taken.

Hersh Schwartz – none
 Cathy Nagorski – none
 Jim Bakker – none
 Marian Peck – none
 Bob Sanborn – had left the meeting

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

Move to approve the minutes from 3.18.2015.

Motion: Jim Bakker Second: Hersh Schwartz 4-0-0

Move to adjourn.

Motion: Jim Bakker Second: Cathy Nagorski 4-0-0

Meeting was adjourned at 5:01pm.

Respectfully submitted,
 Radu Luca