

**Town of Provincetown
Visitor Services Board
Meeting Minutes from July 21, 2015, 3:00 pm
Provincetown Tourism Office
330 Commercial Street**



Members present: Cathy Nagorski – Chair, Jim Bakker- Vice Chair, Rick Murray, Marian Peck, Bob Sanborn, Hersh Schwartz, Rob Costa

Members absent: none

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

Staff: Anthony Fuccillo, Radu Luca

Others: Candy Collins-Boden – Provincetown Chamber of Commerce, Brandon Cordeiro, Madelyn Cordeiro, Michael Goff - Towleroad

Agenda:

1. Reorganization of the Visitor Services Board – Discussion dependent. Motions may be made. Votes may be taken.

Move to nominate Jim Bakker as Chairperson of the Visitor Services Board.

Motion: Hersh Schwartz Second: Marian Peck 5-1-1 (Rick Murray opposed, Jim Bakker abstained)

Discussion: RM believes that the current formula, Cathy Nagorski- Chairperson, Jim Bakker- Vice Chairperson, has worked well for the past few months.

Move to nominate Marian Peck as Vice Chairperson of the Visitor Services Board.

Motion: Rick Murray Second: Hersh Schwartz 5-0-2 (Rick Murray and Marian Peck abstained)

2. Public Statements—Five minutes maximum. Board members are not obligated to respond to Public Statements.

- a. Brandon Cordeiro – Provincetown native is here to ask for funding for a video project focused on Provincetown during the AIDS crisis in the 1980s. Presented information packet to the VSB. The Total Budget of this project is \$25,000. Would like to request \$10,000 from VSB.
- b. Candy Collins-Boden – would like to welcome Rob Costa to the VSB. Packed in the Trunk aired on HBO and would like to congratulate PAAM. Concerned about the piece of literature put out by Towleroad and the light it presents Provincetown in. Concerned about public funds being used for such publication and would like to see some guidelines in place for sponsorship packages.

RM would like to clarify that the VSB budget does not come from taxpayers' money, it comes from room tax revenue.

HS found some passages in the editorial piece of the publication offensive and distasteful.

RM said in full disclosure had called Michael Goff to let me know there had been discontent regarding the editorial part of the Towleroad Provincetown Summer Camp.

BS agrees the Tourism Office cannot oversee editorial content nor is that our role. Asked what the Towleroad marketing package included. If marketing campaigns are sponsored in part by the Tourism Fund, he would like to see a return on investment.

Topher Ellsworth worked at major publications in NY and said there's a fine line between advertorial and editorial and believes that tourism should be presented in a happy, positive way.

3. Ellsworth Creative – Update on VSB photo shoots and image library. (Requested by Cathy Nagorski)

Topher Ellsworth made a presentation of past and future photo shoots and projects. The VSB is content with the outcome of the photo shoots.

Move to allocate up to \$5,000 for Ellsworth Creative to produce and execute photo shoots for the Visitor Services Board.

Motion: Rick Murray

Second: Bob Sanborn

7-0-0

4. Requests: Discussion dependent. Motions may be made. Votes may be taken.

None

5. Tourism Director's report

A. Approval of media placements, brochures, trade shows-- Tourism Director recommends media placements, brochures and other collateral to promote

more

and market Provincetown as a tourism destination, or town representation in trade shows. Discussion dependent. Motions may be made. Votes may be taken.

- **Food Traveler Magazine:** Full page ad, two pages of editorial, consisting of 600 words (written by us) with 5-7 high resolution images, ¼ page ad in Coastal Living section of magazine, 6 month digital banner on website, Magazine on newsstands 90 days and online 180 days
Move to approve \$6,500 for Food Traveler Magazine.
Motion: Rick Murray Second: Marian Peck
Discussion: BS asked about the distribution of the publication.
RM withdrew his motion and Marian Peck withdrew her second.
The item was indefinitely postponed.

- **SHE Magazine:** Eight ¼ page ads, and online banner ad, running September through April , two dedicated, full page, 600 word advertorials TBD
Move to approve \$1,200 for eight quarter-page ads in SHE Magazine.
Motion: Bob Sanborn Second: Rick Murray 7-0-0

- **Bird's Eye View:** Place six ads in Cape Air Publication, Bird's Eye View - 800,00 potential passengers traveling all Cape Air routes.
Move to approve \$2,400 for Bird's Eye View.
Motion: Second:
No motions were made.
Staff to explore different ad sizes in Bird's Eye View.

- Move to approve up to \$3,500 towards advertising in NEXT Magazine.**
Motion: Hersh Schwartz Second: Rick Murray 7-0-0

B. VSB Administration

- **Street banners over Ryder Street** – David Gardner requested funds to purchase street banners at Ryder Street to welcome visitors.
Move to approve up to \$1,500 for welcome to Provincetown street banners.
Motion: Rick Murray Second: Bob Sanborn 7-0-0

- **Provincetown on Parade:** Invitation sent and Marmillion is following up

- **FAM Trip:** Invitation sent, 11 responses to attend, 2 response, interested but dates do not work - We are arranging for Curve to attend during Women's Week – Working

with Adam Goffman LGBT UK Freelance - We are beginning to work with the PBG and Chamber to help with accommodations, meals, attractions and entertainment

First	Last	Association
Benoit	Denizet-Lewis	Writer, The New York Times Magazine, Assistant Professor of Writing & Publishing, Emerson College
George	Hobica	Writer for Huffington Post, USA Today.com Travel, and syndicated through Tribune Media
Raphael	Kadushin	Executive Editor, University of Wisconsin Press; Contributing editor at Bon Appetite for ten years, then contributor to Conde Nast Traveler, now contributor to National Geographic Traveler, Travel & Leisure, Robb Report, Wall St. Journal, MN Star Tribune, Out, etc.
Billy	Kolber	ManAboutWorld Magazine
Linda	Laban	Freelance Writer
Tristan	Schukraft	Frontiers - media/partnership inquiries
Tina	Sordellini	Managing Executive Editor, She Magazine
Keenan	Trotter	Reporter, Gawker
Ed	Walsh	Freelance Writer, Examiner, Seattle Gay News etc.
Mike	Halterman	Editor, Hotspots Magazine
Jim	Werner	Co-Owner Fagabond.com, LGBT Travel Planning Website

- **ABA Market Place:** 8-12 January 2016 in Louisville Kentucky, Early Bird rate.

Move to approve \$1,395 plus travel for the ABA Market Place 2016.

Motion: Rick Murray Second: Bob Sanborn 7-0-0

- **Presentation Folders:** Branded Provincetown, America’s First Destination folders for media kits and meetings

Move to approve up to \$1,600 plus shipping for Provincetown Presentation Folders.

Motion: Bob Sanborn Second: Hersh Schwartz 7-0-0

- **FY2016 VSB Meeting Calendar:** Discussion and set meeting dates for fiscal 2016

The VSB decided to meet on the first and third Tuesday of each month in FY16. The VSB also agreed to meet only once in August and December and only once in January when tourism grant applications will also be reviewed.

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

• Page 5

Cathy Nagorski – none

Marian Peck – none

Jim Bakker – none

Rick Murray – will have a meeting with the PBG Board Chairperson to entice more communication between the PBG and the VSB. Likes the photo shoots Ellsworth Creative produced.

Rob Costa – none

Bob Sanborn – wanted the VSB to recognize the Bears for their 15th anniversary. Would like to request from BOS to make a proclamation to recognize Bear Week / Day. Would like to have some discussion regarding cross promotion between Provincetown, Key West and Palm Spring. Guy Russ, the Executive Director of the Key West Business Guild would like to invite Provincetown to Fantasy Fest in Key West and include the VSB logo in different promotional materials.

Hersh Schwartz - none

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

Move to approve the minutes from 6.16.2015.

Motion: Bob Sanborn

Second: Rick Murray

7-0-0

Move to adjourn.

Motion: Marian Peck

Second: Jim Bakker

7-0-0

Meeting was adjourned at 5:00 pm.

Respectfully submitted,
Radu Luca