

**Town of Provincetown
Visitor Services Board
Meeting Minutes from August 11, 2015, 3:00 pm
Provincetown Tourism Office
330 Commercial Street**



Members present: Jim Bakker– Chair, Rick Murray, Bob Sanborn, Hersh Schwartz, Rob Costa.

Members absent: Marian Peck - Vice Chair – excused, Cathy Nagorski – excused.

Meeting was called to order at 3:01 pm by Jim Bakker.

Staff: Anthony Fuccillo, Radu Luca

Others: Robert Littlefield, Brandon Cordeiro, John McDonagh (Pilgrim Monument and Provincetown Museum), Erin Atwood, Edward Atwood (PBG), Candy Collins-Boden (Chamber of Commerce)

Agenda:

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

Brandon Cordeiro – would like to thank VSB in advance for considering sponsoring his project, 'Ribbons.' Here to present a brief update, spoke with Swim for Life and has permission to use 2500 ribbons in his documentary.

Bob Littlefield – here to discuss the July 4th Parade 2016. Works with Brandon Motta, Recreation Director. Thought the July 4th Parade 2015 wouldn't happen, participation was really down and low. Committed to 2016 with BM and would like to enrich the 2016 parade with two bands, but it is difficult to sign bands and bring them here. Looking for sponsorship to cover costs for at least one of the bands. July 4th Parade Day usually brings 30-40k visitors to town. Everyone is happy and excited, wants to keep it going, would get by with one band, but would really want to have to have two bands and rev up the parade.

Candy Collins – Boden – woman running from California to Provincetown, Aprylle Gilbert, will arrive in Provincetown mid-September, running for Youth Charity; would like to have media wait for her at finish line, which should be Pilgrims' First Landing Park.

Michelle Haynes – said Carol Silvestri, Rich McNally, Michael Valenti, Julie Doherty (all PBG board members and members, respectively), would like to see a return of the “Like Nowhere Else” tagline and focus on LGBT marketing and promotion. Asked the VSB to work together with PBG and find ways to better promote to the LGBT market; Asked when the contract with the VSB PR Firm is up and when the last RFP went out.

Erin Atwood – Carnival / Pride Week Opening Ceremony is at 10 am on Sunday, August 16 - the Raising of the Pride flag at the Pilgrim Monument – Rep. Sarah Peake will be in attendance, then there will be a boat cruise in the evening.

Bob Sanborn - agrees with Michelle Haynes that we need to work together and strategically market to the LGBT demographic to prevent Provincetown from becoming a dinosaur LGBT destination.

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

John McDonagh of the Pilgrim Monument and Provincetown Museum would like to request funding for a live remote radio broadcast featuring Michele McPhee (WMEX 1510 AM radio) to air on Friday, September 25, 2015 (3 pm – 5 pm). The request is for \$1,500.

Move to approve \$750 for a live radio remote broadcast at the Pilgrim Monument and Provincetown Museum featuring Michele McPhee.

Motion: Hersh Schwartz

Second: Bob Sanborn

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3. Guidelines for VSB media sponsorships. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Jim Bakker)

Tony Fuccillo - in the past we've done sponsorships through requests – Towleroad, Clam Bake documentary. We don't have clear guidelines regarding media sponsorships.

Bob Sanborn – all requests should be considered on a case-by-case basis. Inquired whether the way we spend marketing funds to promote Provincetown is the right way / use. Is appropriate to define guidelines regarding what we're sponsoring. We have little control over the content of journalist's articles, but if we buy advertorial space then we have the ability to control content.

Rob Costa thinks each case should be looked at individually and inquired whether there are guidelines in place for partial sponsorships.

Rick Murray – we have a system in place through our grant process to promote events and projects.

