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.

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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 4-0-0

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 – al 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.

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- 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.
 - ➤ **SHE Magazine:** Eight ½ page ads, and online banner ad, running September through April, two dedicated, full page, 600 word advertorials TBD

Move to approve \$2,250 for eight half-page SHE Magazine.

Motion: Bob Sanborn Second: Rick Murray 5-0-0

➤ **Bird's Eye View:** Place six ½ page ads in Cape Air Publication, Bird's Eye View - 800,00 potential passengers traveling all Cape Air routes

Move to approve \$3,900 for six half-page ads in Bird's Eye View.

Motion: Rick Murray Second: Rob Costa 5-0-0

B. VSB Administration

➤ **Tourism Marketing Fund:** VSB Recommendations for 2017 Five Year Plan

	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Sep	\$393,020	\$449,645	\$429,018	\$402,379	\$560,266	\$694,685	\$751,002	\$803,236	\$849,508
Dec	\$418,955	\$455,940	\$497,247	\$497,903	\$688,759	\$749,600	\$780,503	\$870,207	\$942,922
Mar	\$51,293	\$91,411	\$41,718	\$44,754	\$193,168	\$95,434	\$73,062	\$82,101	\$80,944
Jun	\$70,619	\$48,000	\$54,745	\$50,144	\$75,405	\$96,199	\$132,389	\$96,341	\$106,894
TOTAL	\$933,887	\$1,044,996	\$1,022,728	\$985,180	\$1,517,598	1,635,918	\$1,736,976	\$1,851,885	\$1,980,268
% ∆ LY	-3.08%	11.9	-2.13%	-3.67%	*54.04%	7.80%	6.20%	6.62%	6.93%

^{*} rate Δ

	FY 2011 *Actual	FY 2012 Actual	FY 2013 Actual	FY 2014 Actual	FY 2015 Actual	Fund %
Tourism Fund	\$587,186	\$572,571	\$607,942	\$648,160	\$693,129	35%
Wastewater Enterprise	\$231,604	\$212,669	\$225,807	\$240,745	\$257,448	13%
General Fund	\$459,475	\$441,698	\$468,984	\$500,009	\$534,699	27%

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Special Purpose Stabilization Fund	\$239,333	\$408,980	\$434,244	\$462,971	\$495,092	25%
Total	\$1,517,598	\$1,635,918	\$1,736,976	\$1,851,885	\$1,980,368	100%

	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016
Tourism						
Fund						
Budget	450000	613847	600000	600000	615000	630000
Tax	*Tax rate					
Deposits	change	587186	572571	607942	648160	693129

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

Jim Bakker – none

Rick Murray – should start marketing "Stay & Play" in Provincetown now to entice more overnight visitation and longer stays. Our budget comes from room tax revenue and the VSB only receives 35% of that amount. There should be a cooperative effort between the PBG and the VSB to promote and market Provincetown to the LGBT demographic.

Rob Costa – believes we need to bring people here A to Z and promote all facets of the town. Bob Sanborn – believes a VSB Marketing Plan should be available for the general public to have access to. Should try to get involved with and promote Provincetown at the Einstein psychiatrist symposium. Wouldn't want to see the July 4th Parade go away and would like to sponsor and support it from our marketing budget as much as possible. Feels comfortable increasing the FY2017 Annual Tourism Office budget to \$650k.

Hersh Schwartz - none

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

Move to approve the minutes from 7.21.2015.

Motion: Rick Murray Second: Bob Sanborn 5-0-0

Move to adjourn.

Motion: Hersh Schwartz Second: Rob Costa 5-0-0

Meeting was adjourned at 4:07 pm.

Respectfully submitted, Radu Luca