

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from September 8, 2015, 3:00 pm  
Provincetown Tourism Office  
330 Commercial Street**



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

**Members absent:**

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

**Staff:** Anthony Fuccillo, Radu Luca

**Others:** David Panagore - Town Manager, Brandon Cordeiro – Ribbons Project, Lori Meads – Seamens Bank / Pilgrims’ First Landing Park, Candy Collins-Boden – Provincetown Chamber of Commerce, Michelle Haynes – Cape Air / Provincetown Business Guild Board, Peter Brown – Provincetown Banner, Carol Kamar – The Shell Shop, Erin Atwood – Provincetown Business Guild, Dennis Grundlock – Moonmaxx Productions / PBG, Burt Grossman – Curio Coffee Shop.

**Agenda:**

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

Brandon Cordeiro – here to seek the VSB’s support for his documentary – Ribbons, a project on growing up in Provincetown during the AIDS Crisis. BC presented updates on the project: fund raising from Equity Fights AIDS, Swim for Life, PAAM, ASGCC, online listing on top 4 LGBTQ website for LGBTQ documentaries and crowdsourcing.

Carol Kamar – wanted to fill in the VSB on the Halloween Masquerade Ball on October 31<sup>st</sup> at Town Hall she will help co-produce.

Dennis Grundlock- as co-producer of the Masquerade Ball explained the proceedings from the event will go towards the AIDS Fund in Provincetown.

Michelle Haynes – The PBG is doing a great job promoting and catering to the LGBT market, but also explained the Masquerade Ball is not a PBG event. Asked the VSB and Tourism Office Staff to put together a presentation and include the VSB's marketing efforts and strategies for the PBG meeting on Sep 9 at Tin Pan Alley.

Burt Grossman – the public restrooms at the Library are only accessible during library hours and would like to have a bathroom attendant at the library and keep the bathrooms open outside of regular library business hours.

Tony Fuccillo – there are public restrooms at the Harbor Lounge as it is part of the lease.

Rick Murray – this has been an agenda item for the BOS for years. Also, another challenge is keeping the bathrooms open for our visitors in the shoulder season.

David Panagore – everything that pertains to Tourism should be within the Tourism Director's responsibilities. Asked whether there is a list of businesses that have public bathrooms in their deeds or leases.

Bob Sanborn – 65% of the room tax that's generated by the inns in town goes back to the general fund and additional public restrooms or the salary of an attendant should be paid for by DPW. Believes proper signage would solve the public restrooms issue if places that had deed restrictions in their leases posted or were required to post proper signage.

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

Lori Meads – speak on Pilgrims' Memorial Park – the park's bricks are sold out, but the park needs more maintenance and would like to add more stones in the walkaway. Would like to request funding from the VSB to pay for the purchasing of new granite the new stones as well as to cover for maintenance fees. Anticipates this project to cost between \$3,000 - \$5,000.

Candy – Aprylle Gibert who's running cross-country on Route 6 from Bishop CA will be arriving on Sep 15 and will finish her journey in Provincetown at Pilgrims' First Landing Park. Rep. Sarah Peake and representatives from Route 6 Association will be there as well.

Cape Cod Chamber is having an after-hours at Truro Vineyards on Sep. 10 together with the chambers of commerce of the Outer Cape and is inviting everyone to attend.

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.**

- **SHE Magazine:** During the FAM the editor of SHE Magazine upgraded the eight ½ page ads to eight full page ads for the same rate – It was their first visit to Provincetown and they had no idea how beautiful it was.
- **Boston Globe Media:** Place 8 ½ page ads in Boston Globe Magazine, travel, arts, dining out, home, and wedding issues – 392,000 impressions fall 2015 & 497,000 impressions spring 2016, on Boston Globe.com and Boston.com.

**Move to approve \$25,111 for Boston Globe 2015/2016 advertising campaign.**

**Motion: Rick Murray**

**Second: Rob Costa**

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**Discussion: RM** voted against this last year because he thinks the cost is too high and asked for analytics. Believes we need to spend money where we'll get a better ROI. CN asked for a breakdown of this campaign.

RC agrees that we should do less print and \$25k is a large sum of money.

DP asked whether the VSB had any ads out for September.

The VSB asked for a revised proposal and will be discussed on Sep 22, 2015.

- **Travel and Adventure Show:** Unicom does Travel & Adventure shows in seven markets across the country each year – The WDC show is the 2<sup>nd</sup> largest attended with over 22,000 attendees, the show is twelve years old and will take place 20 & 21 February 2016 – The Travel Channel is the National TV Media Sponsor – Ed Salvato, ManAboutWorld.com will be an LGBT travel speaker at seminars scheduled throughout the two day show – The booth cost is \$3,685 add \$175 for a corner booth open to two aisles

**Move to approve \$3,870 plus travel for the WDC Travel and Adventure Show in Washington, DC.**

**Motion: Hersh Schwartz**

**Second: Rick Murray**

**4-3-0**

**Discussion: RM** asked where the show will take place and if it's LGBT-oriented.

BS is not convinced that this show will bring great ROI. Asked whether Provincetown is sending representatives at Fantasy Fest in Key West, since 150k people attend the show and FL and Key West are reciprocal markets.

- **Engaged Weddings:** Renew our page and ad on EngagedWeddings.com – EnGAYgedWeddings is very visible at LGBT consumer shows – from July 2014-June 2015 339 visitors clicked through to PtownTourism.com from our the Provincetown EnGAYgedWeddings.com page

**Move to approve \$1,200 for twelve months on EnGaygedWeddings.com.**

**Motion: Marian Peck**  
**abstained)**

**Second: Rob Costa**

**1-5-1 (Marian Peck**

**Discussion:**

- **Dallas Voice:** Biggest issue of the year – The Pride Issue – Place a full page ad in the travel section of the paper (½ page ad with ½ page advertorial written by Marmillion + Co and designed by Ellsworth Creative)

**Move to approve \$1,700 for Dallas Voice Pride Issue.**

**Motion: Bob Sanborn**

**Second: Cathy Nagorski 7-0-0**

**Discussion:** BS for full disclose said this came across the desk and the Pride Issue is the best one and will bring ROI.

RM would like Staff to use one of the edgy images from the more recent photo shoots.

- **Cape Cod Travel Guide:** Annual Cape Cod Chamber Guide – Place a full page ad in front of magazine

**Move to approve \$3,750 for a full-page ad in Cape Cod Travel Guide.**

**Motion: Rick Murray**

**Second: Rob Costa 7-0-0**

**Discussion:** CN asked about the ROI and efficiency of the previous campaign and if Staff feels comfortable with advertising again in this publication.

**B. VSB Administration**

- **FAM Trip:** Will provide a complete recap of the FAM Emersion Press Trip, with expense recap, once we receive all the invoices – Three businesses remain outstanding
- **Tour Guide Appreciation Day:** Scheduled for Thursday 22 October – Discussion on how to handle this year – Both the Cape Cod Chamber and Provincetown Chamber inquired about it during a group tour meeting.

The VSB decided to indefinitely postpone this agenda item.

- **Roll-ups covers / Sleeves: Need 4 more roll-up covers:**

**Move to approve \$528 plus shipping for 4 protective cases for the Tourism Office marketing roll-ups.**

**Motion: Marian Peck**

**Second: Rick Murray**

**7-0-0**

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

Jim Bakker – none

Rick Murray – believes in the importance of a strong marketing focus on the LGBTQ community, since they are the largest segment spending money here. The Town, the VSB, the PBG and the

*more*

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Chamber need to have a collaborative response to address the recent article on WGBH and the Advocate. Addressed the Towleroad issue and asked why the publication was considered inappropriate to put on display at the Tourism Office. We are not the arbitrators of what is considered appropriate or inappropriate. Believes the direction being taken by the BOS, organizations and residents is a slippery slope and harmful to the future of the town's economy.

Rob Costa – none

Bob Sanborn – on the Sugar and Spice issue – asked whether there would be a sit down with the BOS and VSB. Followed up on the Marketing Plan and asked Staff to put together a framework on how we want to spend and where we want to spend our advertising funds.

Hersh Schwartz – would like more information on the Fantasy Fest in Key West, Oct 28 – Nov 1.

Marian Peck – Fantasy Fest is a good way to approach the LGBT demographic since they're already on vacation.

Cathy Nagorski – asked whether Staff addressed the story where it's stated that Provincetown is losing its queerness and uniqueness. Asked Staff to look into leasing another billboard similar to the one in June 2015. Asked about an update on the renovation of the Pilgrim Memorial Park.

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

**Move to approve the minutes from 8.11.2015.**

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

**Move to adjourn.**

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

Meeting was adjourned at 5:00 pm.

Respectfully submitted,  
Radu Luca