

**Town of Provincetown
Visitor Services Board
Meeting Minutes from September 22, 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 3:00 pm by Jim Bakker.

Staff: Anthony Fuccillo, Radu Luca

Others: Peter Brown – Provincetown Banner, Eddie Atwood – Provincetown Business Guild, Candy Collins-Boden – Provincetown Chamber of Commerce, David Panagore – Town Manager, Carol Kamar – The Shell Shop

Agenda:

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

Candice Collins – Boden is not in favor of changing the VSB / Town’s tagline “America’s First Destination to Like Nowhere Else.” The new tagline is similar to the Chamber’s adopted tagline ‘Where it all began’ and believes it should not be change to “Like Nowhere Else.” Finds that “Like Nowhere Else” has a negative connotation and Provincetown is America’s first destination, where the pilgrims first landed.

Eddie Atwood – PBG voted to not take a stance at the moment regarding a possible tagline change to “Like Nowhere Else.”

Michelle Haynes- not present at the meeting, but asked the Chairperson to read the following letter and mark it as her public statement:

September 22, 2015,

To Tony and the VSB:

Although a Cape Air assignment prevents me from attending the meeting today I respectfully request to be on the record for the public statements portion of the meeting.

As the last VSB meeting notes indicate a request was made to the VSB for a preview of the VSB's print campaign for the Fall meeting of the Provincetown Business Guild .

The request for the ad presentation came with a sincere offer to help in any way with the requested presentation.

Working with fellow PBG Board member Michael Valenti, who has extensive Powerpoint expertise, preparation for the PBG should have been a fairly quick exercise.

The offer was made and no response was ever forthcoming so the expectation was that the VSB opted for printed handouts or some other way to present Provincetown's print campaign. Given the problematic layout of the room that is understandable although, as mentioned at the last VSB meeting, Michael and I were working on ways to overcome the less than ideal Powerpoint conditions.

In spite of the offer to assist with the work, coupled with numerous past and present requests for a comprehensive look at how the town is being marketed, there was no VSB response, and no print presentation of any kind- a baffling non -response on all fronts.

I am not seeking another term as a member of the PBG Board, but as a member of the town's business community, I call upon the VSB to open the doors and share the town's marketing efforts.

This is a request, with a keen realization of our limited Marketing/PR budget but what we lack in funds we more than make up with our engaged and energetic community. Please let us work cooperatively and pool our extraordinary resources so that we continue to retain our edge as the premier vacation destination in the nation.

Respectfully,

Michelle Haynes
Director of Communications, Cape Air/Nantucket Airlines
Executive Editor *Bird's Eye View*

Rick Murray requested Staff to present VSB with a marketing plan through June 30, 2016.

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

None

more

3. Rev. Irene Monroe Letter. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Jim Bakker)

Move to instruct staff and PR Firm to draft a response letter to Rev. Irene Monroe’s article on Provincetown – “Whither Gay Provincetown.”

Motion: Cathy Nagorski Second: Rick Murray 7-0-0

Discussion: Tony responded a letter had already been drafted, but not sent. David Panagore – it’s better if the letter came from an individual woman business owner rather than a tourism board or town manager. Opinion from an individual business owner would speak volumes and would have a better chance of being picked up. CN believes this letter should come from both an individual and the tourism partners in town: VSB / Tourism Office, Chamber, PBG. RC and RM believe the article by Rev. Irene Monroe is too significant since several publications picked it up that we cannot not respond. Carol Kamar asked since this is a late response, what would the goal of this letter be.

4. Boston Globe Advertising Campaign. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Jim Bakker)

- **Boston Globe Media:** Provincetown has had considerable success with Boston Globe digital advertising. In addition, the Boston Globe print ads have been placed in key long table life issues.

- Boston Globe Media Proposal 2015/2016:

INCERTION DATE	AD SIZE	PROPOSED REACH	NET VALUE	RATE VALUE
Oct - Dec digital	Half Page and Big Ads	450,000 impressions	\$4,955.00	\$7,830
Mar - May digital	Half Page and Big Ads	450,000 impressions	\$4,955.00	\$7,830
Nov 8 th New Year	Half Page Print ad	> 800,000 readers	\$3,022.00	\$6,788
Jan 17 th Weddings	Half Page Print ad	> 800,000 readers	\$3,022.00	\$6,788
Apr 24 th Arts Issue	Half Page Print ad	> 800,000 readers	\$3,022.00	\$6,788
Jun 5 th Dining Out	Half Page Print ad	> 800,000 readers	\$0,000.00	\$6,788
Total Investment			\$18,976.00	\$42,812

Move to approve \$18,976 for Boston Globe Media campaign. 2-4-1 (Hersh Schwartz abstained)

Motion: Marian Peck Second: Rob Costa

Discussion: BS asked whether Boston Globe was part of the Marketing Plan. Also asked about the actual location of the ads inside the publication. This is a significant percentage of our budget and it’s a big bet for us.

RM doesn’t feel comfortable voting for this publication with this price tag, and we should direct our marketing funds to entice visitors to stay in our guesthouses for several nights. Believes we should be in at least one BGM Travel issue.

CN would like to suggest the digital component only.

The VSB would like to revisit this item at a future meeting.

5. 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.

- **Boston Spirit Magazine:** Subscription only distribution to Reach Massachusetts' affluent and loyal LGBTQA residents. The Subscribership majority are professionals in Entertainment, Finance, Healthcare, Real Estate, and Banking. They are 6% more likely to earn \$100,000 or more than the average American. Four times more likely to have household income exceeding \$250,000.
 - Place four ½ page ads in Boston Spirit Magazine:
 - Nov/Dec Holiday issue – Promote Holly Folly & New Year's Eve
 - March/April Spring & Wedding issue – Promote events and weddings
 - May June Pride issue – Promote summer calendar
 - July / Aug issue – Summer Entertainment

Move to approve \$7,200 for Boston Spirit Magazine.

Motion: Bob Sanborn

Second: Cathy Nagorski

7-0-0

Discussion: RM asked whether there was a travel issue we could be in.

CN asked whether we would overlap with the PBG advertising in this publication.

- **Sirius XM Radio:** Provincetown should begin reaching a broader audience across the United States and up to 200 miles of shore
 - SiriusXM Radio has a subscriber base of **28,432,175**.
 - SiriusXM Radio attracts **51.2million** listeners
 - As you can see from the stats below, its subscribers are wealthy married professionals and **55% of Out-Q Talk Radio** listeners are Provincetown's **LGBTQA** target market ages **35 to 60**
 - Subscribers listen in their car or mobile device
 - Covers **3,717,792** of seamless coast to coast coverage

DEMOGRAPHICS

	<u>US Pop</u> %	<u>SiriusXM</u> <u>Listener</u> %		<u>US Pop</u> %	<u>SiriusXM</u> <u>Listener</u> %
Gender			HH Income		
Male	48	55	\$100,000 or more	25	48
Female	52	45	\$75,000-\$99,999	14	18
Age			\$50,000-\$74,999	19	16
18-24	13	8	\$35,000-\$49,999	14	9
25-34	18	19	Less than \$35,000	28	9
35-44	19	25	Average Income	\$74,110	\$110,600
45-54	20	21	Education		
55-64	15	16	HS Grad or less	45	28
65+	16	10	Some College/Assoc. Degree	28	30
Median Age	45	44	College graduate or more	27	42
Home			Marital Status		
Own	70	82	Married	55	69
Rent	29	17	Single/Widowed/ Divorced/Separated	45	31
Other	1	1	HHs w/Children		
Occupation			<18	41	44
Professional	14	19			
Mgmt/Bus./Financial	10	18			
Sales/Office	15	17			
Nat. Res./Const./Maint.	6	6			
Other	18	16			
Top Management Job Title	4	9			

- **Proposal: SiriusXM Radio OUT-Q Two Week or Three Week campaign**

○ Larry Flick	:60 Live Read	Mon-Fri	7a - 11a	5 times
○ Frank DeCaro	:60 Live Read	Mon-Fri	11a - 2p	5 times
○ Weekday Rotator	:30 Brand Spot	Mon-Fri	6a -12m	15 times
○ Weekend Rotator	:30 Brand Spot	Sat-Sun	12m - 12 m	15 times
○ Total Weekly Spots				40 times

- Weekly cost = \$5,950
- Two Weeks = \$11,900 80 Commercials 40 Minutes of Air Time
- Three Weeks = \$17,850 120 Commercials 60 Minutes of Air Time

Move to approve \$11,900 for Sirius XM Radio campaign.

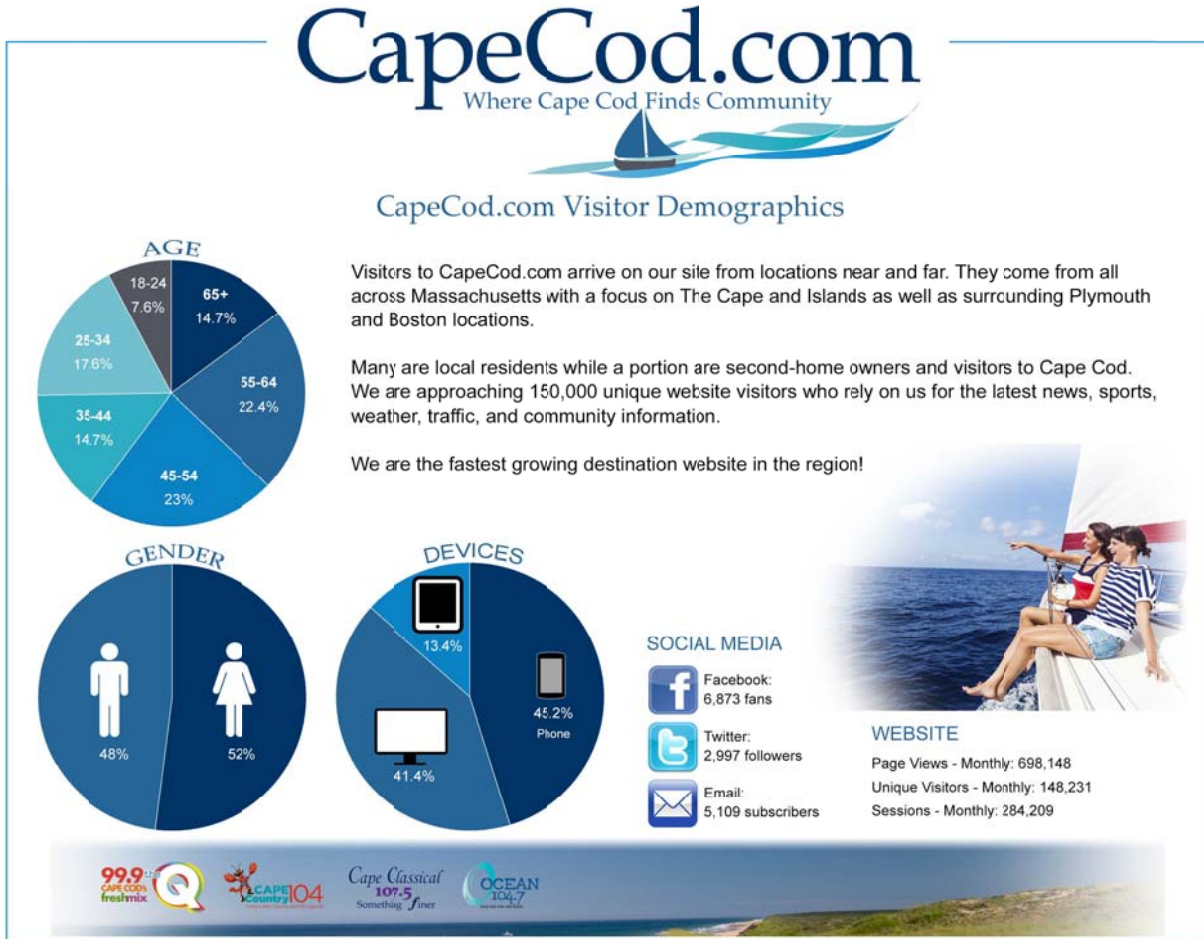
Motion: Marian Peck

Second:

There was no second on the motion.

- Cape Cod Broadcasting Media: To increase the traffic to PtownTourism.com and visitors to Provincetown, please consider the following new opportunity with CapeCod.com

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- Interesting CapeCod.com points:
 - Maximum of five advertisers in rotation
 - Two ads appear on every page of the website above the fold
 - They new website is young and growing
 - It has grown from an information travel site for Cape Cod to a News and Information website
 - The weekly rate to advertise is \$200.00
 - Recommend Provincetown try a 13 week/90 day campaign/Full Fiscal Quarter campaign
 - If successful Provincetown can advertise 12 months of the year at a reduced rate

Move to approve \$2,600 for Cape Cod.com/Cape Cod Broadcasting Media campaign.

Motion: Rick Murray

Second: Hersh Schwartz

7-0-0

➤ **Cape Cod Broadcasting Media:** Next steps to accomplish targeted digital direct mail focus advertising.

- Retargeting
- Regional targeting (Please consider where you would like to target)

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- LGBT targeting
- Behavioral targeting
- IP Address targeting
- Key word search
- 45 different publishers
- 90% of all digital published sites available
- 10% not available is not suitable ad space
- All inventory above the fold

➤ **First VSB meeting in November:** Cape Cod Broadcasting will visit the VSB to present optimal digital marketing through VICI Media, a third party digital marketing organization

➤ **OutFront Media:** Outdoor Advertising – I93 Billboard
Two recommended options - If the billboard is changed during the campaign there is a \$620 installation fee

LOCATION	4 WEEKS	12 WEEKS	IMP WEEKLY
I-93S Exit 13 facing south	\$6,000	\$15,750	711,006

Move to approve \$6,000 plus installation and change fees for an OutFront Media billboard.

Motion: Rick Murray **Second:** Cathy Nagorski **7-0-0**

Discussion: The VSB would like to use one of images from the recent Ellsworth Creative photo shoots. The board also inquired whether the PBG and the Chamber would like to go on a joint venture and take out a billboard together for the month of November in order to give Provincetown more presence and promote holiday and New Year events. The VSB inquired whether the two organizations would have permission to use the images from the more recent photo shoots that Ellsworth Creative has been putting on for the VSB and the Tourism Office and how they would go about doing that, who would design the ads and which logos would accompany the ad / billboard. Some VSB members believe the images from the photo shoots should be available for PBG and Chamber to use as needed. Others believe the Tourism Office should be the only entity to use the images as they are branded and paid for with VSB funds.

Tony Fuccillo believes sharing the image library with the PBG and the Chamber would dilute our marketing campaign and branding efforts. If the two organizations were to be allowed to use the images, they should be Provincetown branded, designed by Ellsworth Creative with the PBG / Chamber logos added. In response to this opinion, some VSB members said they thought the two entities would like to design their own ads and campaigns.

➤ **Next Magazine:** Received a comprehensive proposal for print and digital advertising.

Insertion	Date	Net Cost	Rate Card
Full Page Print	10/7	\$1,000	\$2,185
	11/4	\$1,000	\$2,185
	11/18	\$1,000	\$2,185
	12/2	\$1,000	\$2,185

Impressions	30 Days	\$500	\$1,000	
	30 Days	\$0	\$1,000	
Total		\$4,500	\$10,740	1

Blind motion for \$3,500 in Next Magazine was made 21 July 2015 – Additional \$1,000 is needed for proposal.

Move to approve an additional \$1,000 to advertise in Next Magazine.

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

B. VSB Administration

- **CMI Annual Conference:** Community Marketing and Insights 16th Annual LGBT Tourism Conference – The following will provide you insights on CMI
 - The CMI Conference provides networking contacts, seminars with LGBT publications and marketing organizations to increase effective advertising
 - The relationships formed and the opportunities to identify new opportunities in marketing are a valuable takeaway from the conference
 - National and international surveys provide insight on who the LGBT traveler is and what their expectations are
 - Presently, a special rate of \$850 is available, covering the \$545 registration and two nights’ accommodation

Move to approve \$850.00 plus travel to attend the Community Marketing Insights Conference.

Motion: Bob Sanborn Second: Rob Costa 7-0-0

- **Tourism Grants:** Classified Ad has been published in the Provincetown Banner
- **Five Year Plan:** The VSB Draft will be provided in advance for review at the 6 October VSB meeting
- **Photo Shoots:** The shoots continue to happen through the month of September- The completed compilation will be provided at the 6 October meeting
- **Board of Selectmen:** Meeting scheduled with the VSB and the BoS to present the Media Overview - The overview will include the 2015 recap and preview of the 2016 campaign – All VSB members are encouraged to attend – The meeting will take place **Tuesday 13 October**
- **New Year’s Eve Proposed Marketing Budget Draft:** This does not require a motion – it is intended to provide transparency of the spending for NYE

PUBLICATION	INSERTION	ADS	INVESTMENT
News Release	October	Regional media	0
Facebook	Nov-Dec	Posts & Ads	500
CapeCod.com	Nov-Dec	500,000 impressions	800
Ocean 104.7	Nov-Dec	4 weeks	1,000
Q 99.9		4 weeks	1,000
WCOD		2 weeks	750
COOL		2 weeks	750
PIXY		4 weeks	400
Dunes	Dec	4 weeks	675
Boston Globe Magazine	8-Nov	1/2 page	3,000
Boston Spirit Magazine	Fall Issue	1/2 page	1,800
Boston.com	Nov-Dec	300,000 impressions	3,300
CapeCod.com	Nov-Dec	8 week presence	1,600
SiriusXM Radio	Nov-Dec	2 weeks presence	12,000
Billboard - Outdoor	Nov-Dec	8 week presence	10,000
Total			\$37,575

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

Jim Bakker – none

Rick Murray –

Rob Costa – none

Bob Sanborn – believes all tourism partners should be branding Provincetown as one destination. Whatever the tagline is we should probably get the PR Firm involved and the ultimate goal should be to promote the destination.

Hersh Schwartz – would like to have a discussion about Brandon Cordeiro's Ribbons documentary and whether the VSB would make a decision.

Marian Peck – asked about where the proceedings from the Masquerade Ball would go.

Cathy Nagorski – none

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

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Move to approve the minutes from 9.8.2015.

Motion: Bob Sanborn

Second: Rob Costa

7-0-0

Move to adjourn.

Motion: Marian Peck

Second: Rob Costa

7-0-0

Meeting was adjourned at 5:15 pm.

Respectfully submitted,
Radu Luca