

**Town of Provincetown
Visitor Services Board
Meeting Minutes from January 4th, 2017, 10:00 am
Town Hall, Judge Welsh Room
260 Commercial Street
Provincetown, MA 02657**



Members present: Marian Peck - Chair, Hersh Schwartz – Vice Chair, Lesley Marchessault, Rob Costa, Regina “Jean” Cassidy, Bob Sanborn – conference call, Rick Murray – conference call.

Members absent: none

Meeting was called to order at 10:00 am by Marian Peck.

Staff: Anthony Fuccillo, Radu Luca.

Others: Alli Baldwin, Ilene Mitnick, Robin Lapidus, Carol Kamar, Steve Katsurinis, Brandon Quesnell, John Thomas, Elizabeth Brooke, David Kumbaugh, Paul Benson, Josh Sottner, Joren Holty, Lynette Molnar.

Agenda:

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

Alli Baldwin and Ilene Mitnick are present to speak in support of the Bride Pride event application for a tourism grant for FY2018.

From Secret Garden is here to speak in support of the PBG-produced events and their tourism grant applications.

Robin Lapidus, the PBG Executive Director, is here to speak in support of the new events the PBG has put in tourism grant applications, but also for the existing ones. Emphasized the need for new, quality events that will bring visitors to town year-

round. The PBG tourism grants are for economic development that will benefit the entire town. PBG, the longest LGBT-oriented marketing organization in the country has to assume leadership responsibilities and raise the PRIDE flag high.

Steve Katsurinis would like to make some brief remarks and thanks the VSB for funding all these events. Here to speak about First Light Provincetown and how successful the weekend was, for the second year in a row. The town has leadership, but also need the investment and we need to continue on extending this 9-month season in town. It's important to build a year-round experience, look at and market the whole year; paramount to keep on marketing to the LGBT community. Thanks the VSB for everything they do.

Carol Kamar from the Shell Shop, as a retailer it's hard to get people here when there's not an event happening in town. This year there was a reason to be open during Holly Folly and First Light Provincetown weekends. Whenever we can afford to put together an event in town this is will bring people to town to benefit all businesses and the year-round economy.

Elizabeth Brooke from Provincetown Hotel at Gabriel's was here to speak in support of Women's Week tourism grant application. Women's Week brings around \$1 mil in business to the town and it's one of the longest standing events in town.

John Thomas is here to speak in favor of his tourism grant applications Great Music on Sundays @5 and WorldFest. Great Music has had good seasons in the past, especially last year, and it's spanning through 6 months. WorldFest had about 250 people in the audience last and the event runs on a volunteer budget. Would like to thank the VSB for their continuous support in the past and moving forward.

Is here to speak in support of the PBG events and their applications for a tourism grant, especially the new events, which focus on cuisine, athletics, etc.

2. Redistribution of VSB seats effective FY2018. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Marian Peck)

The VSB discussed the reallocation of the seats on the Visitor Services Board and would like to recommend the following positions / constituencies to be represented.

1. Arts
2. PBG
3. Chamber
4. Restaurants
5. Retail
6. Innkeepers
7. At Large

Move that the VSB to recommend the following categorize the allocation of the seats on the Visitor Services Board as follows: 1. Arts, 2. Provincetown Business Guild, 3. Chamber of Commerce, 4. Restaurants, 5. Retail, 6. Innkeepers, 7. At Large effective July 1st, 2017.

Motion: RM

Second: RC

Discussion: BS likes the innkeeper category since the VSB revenues and funding come from all licensed accommodations and inns.

Roll Call Vote: 6-1-0 motion passes.

RM yea

BS yea

LM yea

JC nay

MP yea

HS yea

RC yea

3. Tourism Director Report

- A. **Approval of media placements, brochures and 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.**

VSB 2017 TOURISM FUND				COMMENTS
Revised November 29, 2016				
Marketing Fund Balance 6/30/16	8,228			\$1393 unused \$6835 PCC grant unused
Marketing Fund Budget 2017	335,000			
Available Marketing Funds 2017	343,228			
COMMITTED BUDGET DOLLARS				COMMENTS
Chamber Co-op		20,000		
PBG Co-op		20,000		
Provincetown 2020		15,000		Earmark 2017
Graphic Artist		15,000		Annual Contract
PR Firm		40,000		Annual Contract
AP Navitus		7,626		Trade Show Materials
AP Navitus		(7,626)		
Art News		7,300		Top 200 Collectors 4th quarter
Giant Adirondack Chair		3,448		Ordered - Shipping 21 Sept
Fall Radio		16,000		July thru December
American Art Collector		2,600		July Cape & Islands issue
EDGE Media Network		9,000		Fiscal 17 July - June
Boston Globe Media		17,835		Fiscal 17 July - June
Photo Shoots		5,600		5 shoots
MILO Interactive		798		Annual Website Hosting
Tote Bags		14,340		12,000 bags \$12,840 Shipping up to \$1,500
Update Kiosks		2,000		Spend up to \$2000 to enhance kiosks
CMI		695		Plus Travel
OutFront Media		8,500		Bus Wrap
Spring Radio		18,000		January thru June
Multimedia Platforms Worldwide		16,044		Next, Florida Agenda, Next So Florida
Dallas Voice		1,360		Pride Issue September
New York Times Travel Show		3,375		Plus electric, shipping & travel
Cape Cod Travel Guide		3,750		Full Page next to Table of Contents
IGLTA Banner		3,999		Quarterly ads on line
Social Media		20,000		
Boston Spirit Magazine		5,400		3 half page ads and newsletters
CapeCod.com CCBM		1,080		
Bird's Eye View		3,900		6 issues Nov - Oct
New England Tourism Ctr & EC Travel		2,239		Canda Representation and 1/2 page ad
Cape Cod Chamber of Commerce		295		annual dues
American Bus Association		664		annual dues
MA US Route 6 Tourist Association		250		Bi-Annual dues
Total Committed Dollars	278,472			
Available Funds	64,756			

ADVERTISING VEHICLES 2017	PLAN SPEND	COMMITTED	PROJECTED
American Art Collector	\$2,500	\$2,600	\$2,600
ARTNews	\$7,500	\$7,300	\$7,300
Out CT Film Festival Program	\$1,000		\$1,100
Provincetown 2020	\$15,000	\$15,000	\$15,000
Summer Guide-Best Read Guide	\$1,000		\$0
Boston Globe Magazine and.com	\$15,000	\$17,835	\$17,835
Radio Spots - Fall	\$16,000	\$16,000	\$16,000
CapeCod.com CCBM	\$0	\$1,080	\$1,080
Radio Spots - Spring	\$19,000	\$18,000	\$18,000
Matching Grant Chamber	\$20,000	\$20,000	\$20,000
Destinations	\$2,500		\$2,410
Holiday Media (NE Group Travel Planner)	\$2,500	\$2,239	\$2,500
Curve (4ads)	\$7,000		\$7,000
Hot Spots	\$11,000		\$11,000
EDGE	\$9,000	\$9,000	\$9,000
Multimedia Worldwide-NEXT Agenda	\$5,000	\$16,044	\$16,044
Boston Spirit	\$6,000	\$5,400	\$5,400
Pride Publications (Dallas Voice)	\$4,000	\$1,360	\$1,360
Towleroad	\$5,000		\$5,000
Matching Coop Grant Guild	\$20,000	\$20,000	\$20,000
IGLTA - Website	\$3,000	\$3,999	\$3,999
Bird's Eye View	\$3,900	\$3,900	\$3,900
Le Traveller Voyageur	\$1,100		\$1,200
Out Door		\$8,500	\$13,000
Yankee Magazine Cape Cod Travel & .com	\$3,000		\$3,000
Cape Cod Travel Guide		\$3,750	\$3,750
New Publications (Social Media \$20K)	\$33,000	\$20,000	\$20,000
Total	\$213,000		
Travel, Conferences and Trade Shows	Budget		
American Bus Association	\$4,000		\$0
Community Marketing Partnership	\$2,000	\$695	\$2,000
Boston Concierge Show	\$1,000		\$1,000
Day Trips & Destinations (Hartford)	\$2,000		\$2,000
LGBT Expo	\$4,000		\$0
Travel & Adventure	\$9,000		\$6,000
Gay Days Orlando & One Magical Weekend	\$15,000		\$0
Dinah Shore Classic	\$3,000		\$0
AAA New England Show	\$3,000		\$0
New York Times Travel Show		\$3,375	\$5,500
Governor's Conference	\$1,000		\$0
Discover New England	\$2,500		\$2,500
Misc Travel and Expenses	\$3,500		\$3,000
TOTAL	\$50,000		
Other Marketing Expenses	Budget		
Tote Bags		\$14,340	\$14,340
Other - Update Kiosks	\$2,000	\$2,000	\$2,000
Organization Dues	\$3,000	\$1,209	\$3,000
Sister Cities marketing efforts & Prides	\$10,000		\$0
AP Navitus		\$0	\$0
Giant Adirondack Chair		\$3,448	\$3,448
Brochure Printing	5,000		\$5,000
Photo Shoots		\$5,600	\$5,600
Graphic Design	\$15,000	\$15,000	\$20,000
PR Firm	\$40,000	\$40,000	\$40,000
Milo Interactive Web Host		\$798	\$798
TOTAL	\$75,000		
TOTAL Marketing Funds	\$338,000	\$278,472	\$343,664
Adjusted Available Marketing Funds	\$343,228		

- **Multi-Media Platforms:** Reverse Multi-Media Platforms \$16,044.00, minus the current balance of \$4,661.00
 - Next Magazine, Next South Florida and Florida Agenda
 - Publications were not able to deliver all the agreed upon ads contracted for September through December 2016
 - Chapter 11 Bankruptcy proceedings filed 13 December 2016
 - Contacted Next Magazine Sales Executive Don Robinder, and was informed that he no longer is employed with Next
 - There was \$4,661.00-worth of ads, both print and digital, delivered by 14 December, which will be charged against the total amount of the campaign

Move to rescind motion of 13 September 2016 for \$16,044.00, minus \$4,661 in ads delivered, for a total of \$11,383.00 for Multimedia Platforms Worldwide.

Motion: HS Second: RM

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

B. VSB Administration

- **Town Hall Lighting Equipment:**
 - Two Gobos have been purchased to wash the front of the Town Hall with holiday occasion light
 - The total is \$2,694.00
 - The DPW will cover \$1,200.00
 - The balance needed is \$1,494.00
 - The Town would like the balance paid from unused Tourism Municipal Funds
 - The fifth Ryder Street lamppost has been replaced and an illuminated snowflake is needed to match the other four lampposts
 - The cost of the decorative illuminated snowflake is 359.00

Move to approve \$1,853 from unused Tourism Municipal Funds for Town Hall Lighting Equipment.

Motion: RM Second: LM

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea**

The Boston Globe travel show

February 10-12, 2017

Entering our 12th year, we are considered one of the top Travel Shows in the nation!
Here's why:

- **High attendance year after year!** We consistently attract over **23,000** ready-to-book travelers a year looking to discover their next trip!
- **Dedicated attendees with high income!** Our attendees are serious buyers looking for great deals. Check out our attendee demographics.
- **Excellent Return On Investment!** Lower booth price and more consumers than any other travel show in the country!
- **More Promotion!** The most advertising opportunities through its various forms of media, including newspaper ads, television, marketing emails and social media.

2017
EXHIBITOR
PROSPECTUS

The Boston Globe
travel
show

FEB. 10-12, 2017
SEAPORT WORLD TRADE CENTER



GAIN EXPOSURE, BOOK BUSINESS &
BUILD BRAND AWARENESS AMONG NEW ENGLAND'S
MOST AFFLUENT & EDUCATED CONSUMERS!

BOSTON.COM/TRAVELSHOW



Not Just A Show - A Total Travel Experience

The Boston Globe Travel Show provides the opportunity for consumers to meet face-to-face with destinations from around the world and immerse themselves in travel for the day. It's an event where the entire family can learn, play, taste, plan and book!

Informative Travel Seminars • Live cultural entertainment • Children's activities • Culinary demos • Food & beverage tastings • Celebrity appearances • Booking Stations • Craft beer tourism tasting pavilion • Photo Opportunities • Experiential activities

Publicity and Promotion

The Boston Globe Travel Show is one of the United States top-attended travel shows and here's why -

Robust \$2MIL advertising and marketing campaign including:

- Full-page color ads in: **(70+ insertions allocated)**
- The Boston Globe
- The Boston Metro
- Globe Magazine
- Boston.com and BostonGlobe.com digital advertising resulting in **over 15M impressions**
- Email marketing campaign - BostonTraveler, BostonShops, TicketWatch, Globe Events, Globe Insiders, Globe Advertisers, past travel show attendees - **more than 250,000 recipients!**
- **Over 290 spots** allocated across CBS Radio and WBUR 90.9

- Radio spots resulting in 15,789 impressions
- Billboard advertising with Clear Channel Outdoor Media. Billboards ran for 11 week period on 93 south, 93 north and at South Station resulting in over **17,000 exposure impressions**
- Google Display and Search Network advertising resulting in **more than 6M impressions**
- Cross Promotions
- Social media campaign through Facebook, Twitter and Instagram **resulting in over 300,000 impressions and reaching more than 1MIL people**
- Extensive Public Relations efforts with over 100 pieces of coverage from media including: WBZ-AM, Bostinno, WRKO-AM, WMEX-Am and Biz Bash
- Online Marketplace utilization - Groupon
- Trade Print & Online Marketing - Travel Weekly, JaxFax, TravAlliance Media, eTurbo News, Travel World News, Travel Pulse, Trav Media

The Official Show Guide

- A 32-page tabloid highlighting show sponsors, exhibitors, special offers, trip giveaways, floor plan and additional travel themed content
- Published prior to the show, inserted full run on Wednesday prior to the show reaching 145,600+ and 10,000 distributed onsite at the event.

Boston Globe Travel Show Attendees are a highly desired and engaged audience

Attendees are spending high dollars on travel annually:

- 55% spend more than \$3,000 on their vacations
- 33% spend more than \$5,000

Attendees are more likely to book their vacation with a vendor they met at the show:

- 35% of attendees booked during the show
- 67% of attendees plan to book with an exhibitor within 3-6 months of the show.

Attendees have high household income:

- 25% earn between \$50,000-\$74,000
- 56% earn more than \$75,000
- Of that 19% earn more than \$150,000

Age Range:

- 57% are ages 45+
- 33% are between 25-44 years of age
- 10% are under 25 years of age

Reason for Attending:

- 60% came looking for travel deals
- 51% were interested in experiential offerings from exhibitors (presentations, culinary demos, beer tastings, etc.)
- 35% attended to book a trip

Additional Profile Information:

61% are Female

53% are Married

66% earned a Bachelor's Degree or Master's Degree

99% were Satisfied to Very Satisfied with the Show

86% indicated they would attend again in 2017

92% found the Show Guide information and Ads useful

Move to approve \$2,970 plus travel and shipping for the Boston Globe Travel Show.

Motion: RC

Second: LM

Discussion: RC attended last year and was impressed with the attendance at the show and the exposure Provincetown received at through its booth. RM asked who would represent Provincetown at the booth.

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

- **International Gay & Lesbian Travel Association: IGLTA Annual Membership**
Dues = \$745

Move to approve \$745 for International Gay & Lesbian Travel Association.

Motion: BS Second: HS

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

- **Provincetown Television: VSB televised meetings, 5 @ \$150.00**

Move to approve \$750 for Provincetown Television.

Motion: HS Second: LM

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

- **2017 Events Calendar: Printing of the 2017 calendar**

Move to approve \$1,500 for the printing of the 2017 events calendars.

Motion: HS Second: JC

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea**

JC yea
HS yea
RC yea
MP yea

C. Marketing and Advertising Insights

Why ROI Is Often Wrong For Measuring Marketing Impact



Forbes Insights



Thought Leadership In Action

WRITTEN BY

Daniel Kehrer, Contributor

[VP Marketing](#), [MarketShare](#). Thought leader on Big Data, ad tech and advanced marketing analytics.

Marketers beware, this might hurt: Using ROI to gauge impact can severely distort the true [value marketing is delivering for your organization](#). Oh-Oh! Sure, it's hard to have a marketing conversation these days without hearing ROI-this and ROI-that. It is, after all, one of today's most beloved business buzz terms. And of course top management wants the "bottom line" on marketing's contribution to business goals, and ROI is a handy yardstick.

But is "return on investment" an accurate way to measure marketing effectiveness? Sadly – and perhaps even shockingly to some – the answer is no.

It's not that the notion of ROI is evil or anything. After all, linking marketing to financial performance is absolutely critical. It's just that most people who use ROI *in a marketing context* probably aren't applying it correctly, or really mean something else, says [Dominique Hanssens](#), professor of marketing at UCLA Anderson School of [Management](#). ROI's roots are in evaluating one-time capital

projects. “But is marketing a one-time capital project?” asks Hanssens. Clearly not.

We might (and indeed do) talk about marketing “investments” all the time. But marketing expenditures are technically an expense, as opposed to an investment, and that's an issue here. In finance-speak, marketing costs are a P&L item, *not* a balance sheet item.

As a result, notes Hanssens, who is also co-founder of [MarketShare](#), marketers rarely *mean* ROI when they *say* ROI. “Plain” ROI is certainly an important metric for managers. But it falls well short of helping us understand marketing's contribution to business goals, or how those contributions can be improved. ROI is too limited. To gauge and improve marketing effectiveness, for example, we must factor in the strategic intent of all marketing investments a company makes.

We'd all love to quantify marketing performance with a single number. But ROI is a ratio, and ratios are not what matter here. Net cash flows are what really matter, says Hanssens. Performance measures such as net profit, for example, are derived by subtracting various costs from revenue. ROI is different. You get it by *dividing* net revenue by cost.

Question is, how can a CMO compare the ROI for different marketing investments, such as a television ad campaign versus a paid search campaign? As it turns out, you can only make an ROI comparison if the *spending* amounts are the same.

And it's also critical to know that maximum ROI does not necessarily produce maximum profit. Oops! Blame the Law of Diminishing Returns. Many marketers might think that the highest ROI corresponds to the best spending level. Unfortunately, that's not so. For example, should you stop spending when ROI drops, even if you continue to produce bigger profits? Most likely not. The point at which you'd stop or make a change depends on the return of the last incremental amount spent, not the overall ROI.

This is also what's known as “return on *marginal* investment” – or ROMI. And “marginal” return vs. an average is what makes all the difference for accurately interpreting results and making decisions on future spending. So if you must use a return measure to gauge marketing effectiveness, use ROMI.

ROI, you see, changes at different spending levels. It is not only a function of the medium, but also of the *investment* in that medium. The only thing you really need to

know is whether ROMI is positive or negative. Or, put another way, are you underspending in a given category...overspending...or getting it "just right" (where ROMI is zero)? And the determining lever is how much you spend.

Tracking Complex Interactions

What's more, a good ROI around a specific activity means nothing if broader marketing goals aren't being met. Focusing solely on dollars-in ("I") compared to dollars-out ("R") ignores a complex web of interactions that happen in between. Only by analyzing as many of those intermediate processes as possible can we gain insights into what's working and what's not, and alter allocations to achieve better results ■

Opinions expressed by Forbes Contributors are their own.

Move to temporarily adjourn.

Motion: LM Second: JC

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

Move to reconvene.

Motion: LM Second: JC

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

The VSB reconvened at 11 am.

4. Discussion of FY18 Tourism Grant Applications. Motions may be made. Votes may be taken.

Move to close out \$3,000 in unspent grant funds from FY2012.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

BS yea

RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move to close out \$2,002 in unspent grant funds from FY2015.

Motion: HS Second: RC

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move to close out \$2,594 in unspent grant funds from FY2016.

Motion: HS Second: JC

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move to allocate \$7,596 in unspent grant funds from FY2012, FY2015 and FY2016 to the FY2018 tourism grants budget.

Motion: HS Second: JC

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

The VSB discussed each grant application individually.

Move not to recommend a promotional tourism grant for Center for Coastal Studies in FY2018.

Motion: HS **Second: JC**
Roll call vote: 7-0-0. Motion passes.
BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move not to recommend a promotional tourism grant for Fine Arts Work Center in FY2018.

Motion: LM **Second: JC**
Roll call vote: 7-0-0. Motion passes.
BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move not to recommend a promotional tourism grant for Provincetown Art Association and Museum in FY2018.

Motion: JC **Second: HS**
Roll call vote: 6-0-1. Motion passes.
BS yea
RM yea
LM abs
JC yea
HS yea
RC yea
MP yea

Move not to recommend a promotional tourism grant for Pilgrim Monument and Provincetown Museum in FY2018.

Motion: LM **Second: JC**
Roll call vote: 7-0-0. Motion passes.
BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move not to recommend a promotional tourism grant for Provincetown Theater in FY2018.

Motion: LM Second: JC

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

Move to temporarily adjourn.

Motion: LM Second: JC

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

Move to reconvene.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

The VSB reconvened at 1 pm.

Move not to recommend a promotional tourism grant to Castle Paints the Race in FY2018.

Motion: LM Second: JC

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea**

RC yea
MP yea

Move not to recommend a promotional tourism grant to Castle Hill Summer Workshop Scholarship in FY2018.

Motion: LM Second: JC

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move not to recommend a promotional tourism grant to the Cemetery Commission in FY2018.

Motion: LM Second: JC

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move not to recommend a promotional tourism grant to Provincetown 10K in FY2018.

Motion: LM Second: JC

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move not to recommend a promotional tourism grant to Provincetown Dance Trophy in FY2018.

Motion: LM Second: JC

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea

JC yea
HS yea
RC yea
MP yea

Move not to recommend a promotional tourism grant to the Provincetown Day of the Dead Performance Arts Festival in FY2018.

Motion: LM Second: JC
Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move not to recommend a promotional tourism grant to the Masquerade Ball in FY2018.

Motion: LM Second: JC
Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move not to recommend a promotional tourism grant to the Recycling Committee in FY2018.

Motion: LM Second: JC
Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move to recommend a \$5,000 promotional tourism grant to Afterglow Festival in FY2018.

Motion: LM Second: HS
Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move to recommend a \$4,000 promotional tourism grant to Bride Pride in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move to recommend a \$4,000 promotional tourism grant to Camp P! in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move to recommend a \$1,000 promotional tourism grant to The Canteen Holiday Market in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move to recommend a \$4,500 promotional tourism grant to CookOUT in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

Move to recommend a \$500 promotional tourism grant to Dance Festival in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

Move to recommend a \$1,500 promotional tourism grant to Dead Silence in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

Move to recommend a \$1,500 promotional tourism grant to Encaustic in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

Move to recommend a \$1,000 promotional tourism grant to Family Week in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

Move to recommend a \$2,000 promotional tourism grant to Fantasia Fair in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

Move to recommend a \$17,500 promotional tourism grant to Film Festival in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

Move to recommend a \$6,500 promotional tourism grant to First Light Provincetown in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea**

MP yea

Move to recommend a \$500 promotional tourism grant to Flag Football in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

BS yea

RM yea

LM yea

JC yea

HS yea

RC yea

MP yea

Move to recommend a \$6,000 promotional tourism grant for Gay Athalon Games in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

BS yea

RM yea

LM yea

JC yea

HS yea

RC yea

MP yea

Move to recommend a \$1,000 promotional tourism grant for Gay Pilots Cape Cod Classic in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

BS yea

RM yea

LM yea

JC yea

HS yea

RC yea

MP yea

Move to recommend a \$7,000 promotional tourism grant for Girl Splash in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

BS yea

RM yea

LM yea

JC yea

HS yea
RC yea
MP yea

Move to recommend a \$2,500 promotional tourism grant for Great Music on Sundays @5 in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move to recommend a \$6,500 a promotional tourism grant for Great Provincetown Schooner Regatta in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move to recommend a \$6,000 promotional tourism grant for Holly Folly in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move to recommend a \$3,500 promotional tourism grant Mates Leather Weekend in FY2018

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea

LM yea
JC yea
HS yea
RC yea
MP yea

Move to recommend a \$2,500 promotional tourism grant for Miss Gay MA US of A in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move to recommend a \$3,000 promotional tourism grant for Mr. New England Leather in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move to recommend a \$1,500 promotional tourism grant for Outer Cape Chorale in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move to recommend a \$2,000 promotional tourism grant for Peregrine Theatre Ensemble in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move to recommend a \$6,000 promotional tourism grant for Portuguese Festival in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move to recommend a \$3,000 promotional tourism grant for Provincetown Coastal Rowing Regatta in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move to recommend a \$4,500 promotional tourism grant for Single Women's Weekend in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea

Move to recommend a \$2,000 promotional tourism grant for Swim for Life in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

Move to recommend a \$8,000 promotional tourism grant for Provincetown International Tennessee Williams Theater Festival in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

Move to recommend a \$4,000 promotional tourism grant for Winter Weekends in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

Move to recommend a \$4,500 promotional tourism grant for Women of Color in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

Move to recommend a \$8,500 promotional tourism grant for Women's Week in FY2018.

Motion: LM Second: HS

Roll call vote: 6-0-1. Motion passes.

**BS yea
RM yea
LM yea
JC abs
HS yea
RC yea
MP yea**

Move to recommend a \$596 promotional tourism grant for WOMR in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

Move to recommend a \$500 promotional tourism grant for WorldFest in FY2018.

Motion: LM Second: HS

Roll call vote: 7-0-0. Motion passes.

**BS yea
RM yea
LM yea
JC yea
HS yea
RC yea
MP yea**

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

Move to approve the meeting minutes from November 29th 2016.

Motion: RM Second: LM

Roll Call Vote: 6-0-1. Motion carries

**BS yea
RM yea
JC abs
LM yea
MP yea**

**HS yea
RC yea**

Move to approve the meeting minutes from December 12th, 2016.

Motion: RM Second: LM

Roll Call Vote: 5-0-2. Motion carries

**BS yea
RM abs
JC abs
LM yea
MP yea
HS yea
RC yea**

Move to adjourn.

Motion: HS Second: JC

Roll Call Vote: 7-0-0. Motion carries.

**BS yea
RM yea
LM yea
JC yea
MP yea
HS yea
RC yea**

The meeting was adjourned at 2:35 pm.

Respectfully submitted,
Radu Luca