

**Town of Provincetown
Visitor Services Board with BOS
Meeting Minutes from June 26th, 2017, 4:30
pm
Town Hall, Judge Welsh Room
260 Commercial Street
Provincetown, MA 02657**



BOS members present: Cheryl Andrews – Chair, , Tom Donegan, Louise Venden, Robert Anthony

VSB Members present: Rick Murray - Chair, Lesley Marchessault – Vice Chair, Dan Vanwaus, Rick Murray, Bob Sanborn, Regina Cassidy, Hersh Schwartz, Marian Peck.

BOS members absent: Erik Yingling – Vice Chair – excused.

VSB members absent: none.

Meeting was called to order at 4:35 pm by Cheryl Andrews and Rick Murray, respectively.

Staff: David Panagore, David Gardner, Elizabeth Paine, Anthony Fuccillo, Radu Luca.

Others: Lynette Molnar, Katy Ward, David Kubayko, Nadine Licostie, Paul De Ruyter, Christine Walker, Mark Hatch.

Agenda:

1. Round table discussion Board of Selectmen – Visitor Services Board to discuss strategic planning, spending, and operations. Discussion dependent. Motions may be made. Votes may be taken.

CA – this round table is meant as an introduction to some work we can do together and give everyone the opportunity to introduce themselves to each other. Asked the VSB to send an email to the Secretary and introduce themselves and talk about their expertise and knowledge they bring to the table; also email a list of goals and ideas.

DP – since Nadine and Red Thread was hired by the Town to be the Communications agency, she should be the one facilitating the meeting and the discussion.

RM – been working with Staff to come up with a timetable for the marketing and branding strategy, been looking at past advertising and developing a media buy plan.

Nadine Licostie – Red Thread Productions Provincetown branding and marketing strategy presentation. Access and download the presentation here:
<https://redthreadproductions.sharefile.com/share?#/view/s20f46bf1d6e4e218>.

NL – branding is strongly connected to identity as we need to find as much consensus as we possibly can. From the interviews conducted, the stakeholders believe in Provincetown. We need to represent the many, but not ignore the few.

Presented a proposed logo and tagline for Provincetown: “Provincetown – You Belong Here.”

NL asked of the BOS what they would like to see in terms of branding and marketing. Everyone is talking about community and how to measure success. How do we think about the town without us being in it, who are we leaving the town to? It’s important for us to move, but we have to be careful about the speed we’re moving at too in order to provide a good visitor experience. We need to be disciplined and how we present our message to the world, how to talk about ourselves to each other and how we do it on social media; how we tell different stories and if there is a way for us to communicate with ourselves in a civilized matter. Grants are a matter to definitely look at and how they align with the Town’s goals and the VSB’s goals.

RA - making Provincetown a long-term destination, people to spend their time here year-round and contribute to the economy through a long time commitment. Would like to have something that’s identifiable year-round. We have a community bank here in town that can help people invest in the community. Asked whether a survey has been done to see what the business community thinks. Believes Tourism Office Staff is doing a great job at putting a positive message out there.

TD - we’ve done a remarkable job so far despite a limited budget; so far we’ve had a siloz approach as opposed to a holistic approach; hopes we begin to identify what success is for us, a year-round identity, heritage, etc and invest in these goals; suggested we look at different markets to advertise in and asked for transparency from the VSB at the same time. Begin to identify the objectives and proceed from there, but also identify the measures of success. We need to communicate to our constituents how we’re proceeding and what we’re doing. Getting the younger visitor here is very important,

but also the people who want to come and retire here, but we have to invest in bringing young people here.

CA – we market through words, images, music, but this is the first time she was moved by how Red Thread presented the town and what it represents: identity, safety, culture, heritage, etc. the description captures all that; an opportunity for us to learn from recent events and this a great opportunity for us. Concerned about the fact younger people aren't moving here and would like to leave the town to the people who care just as much as we care about it and are invested in it.

LV – thinks the RT presentation is great and appreciates the branding we're talking about is broad and all-inclusive. We need to being to understand our market, who our demographics visiting here are; hopes the branding will bring everyone together; hopes we continue to have diversity and a range of people who can still come here.

HS – it's been discussed before that the VSB has limited marketing funds; there have been good proposals brought up and the VSB has to pick and choose and we have a variety of people and events in Provincetown. We have a wonderful town and the possibilities are endless, especially with Nadine's help. Would like to bring younger people to Provincetown.

BS – we are fortunate here in Provincetown because the town has so many attributes that we can market and so many demographics to market to. We're also fortunate to have the Tourism Fund and we get to promote the town; precious dollars to have and is always looking at a good return; we have to leverage beyond the Tourism Fund: opportunities, the political arena, leverage other stakeholders' budget, the business, owners, the grantees, etc., definitely the Chamber and Guild.

MP – broader outreach to the business community, because few entities in town know what the VSB does; more communication is very important and keeping the business community in the loop.

LM – likes the new tagline "You Belong Here" which can represent any message we want to put out there. Agrees with RA on bringing more people here in town.

RM – is concerned about the loss of B&B rooms – which drive room tax revenue; there needs to be a Town-public partnership; likes the new tagline because it represents everyone; we need to put a consistent message out there; partnerships with people in NYC, Chicago, LA to bring more people here; we need to have a new group of people (younger) coming here; would like the BOS to provide guidelines on how to do things faster and better. VSB needs more funds from the General Fund to achieve our goals and do more in terms of advertising and promotion to bring more people here. The VSB as a group has tried very hard to promote the entire town and all aspects and town has to offer. Nadine's goal is to bring everyone on board agreeing with the marketing and branding strategies. It's all about the visitor experience, if we give them a good

experience they will come back. Would like to see the second homeowners as part of the discussion and solution.

RC – initially thought there were more marketing funds available to promote the town and there’s so much to include and advertise. Likes the tagline and branding presented by RT. Every aspect of our community is important and we have so much to offer, and in these political times, not only the LGBT community needs to be safe, but also the eco-tourism, culture, etc. Many of the individuals coming here would like to work from home and will need infrastructure, broadband, etc.

DV – has said before we’ve become a siloz community and we’re doing a decent job at promoting all aspects Provincetown has to offer. We need to target a younger audience, we’ve priced ourselves out of this younger audience; likes “You Belong Here” and we can do wonderful things with it.

PDR – watched a lot of the VSB meetings and heard acknowledgement of the Chair that we’re at crossroads and we need to start doing things differently, shake things up. Like the new marketing and branding campaign.

MH – believes we have a siloz marketing approach here in town and it’s difficult to have one message for all demographics. We also need to be able to measure the return on investment and be able to analyze what really works. We need to look at how much we spend to promote the summer season and how much to promote the shoulder season; we should bring more people here in the shoulder season and encourage people to live here year-round.

DP – would like this group and the Town to buy into our principles and goals; hardest thing is to have everyone agree on the top line; we need to spend time on a strategic marketing plan and introduce it to the community. This is a market segment we’re already proficient in and this is our market economy. Our golden goose is the tourist season; we have challenges with workers and housing. We should all set the table first and then push the ideas to the community; how to set things up and how and why we need to spend money. Infrastructure is critical, broadband, WIFI in town, etc.

Motion to adjourn

Motion: RC

Second: RM

7-0-0

The meeting was adjourned at 6 pm.

Respectfully submitted,
Radu Luca