

**Town of Provincetown
Visitor Services Board
Meeting Minutes from July 10th, 2017, 3:00
pm
Town Hall, Judge Welsh Room
260 Commercial Street
Provincetown, MA 02657**



Members present: Rick Murray - Chair, Lesley Marchessault – Vice Chair, Bob Sanborn, Marian Peck.

Members absent: Dan Vanwaus – excused, Regina Cassidy – excused.

Meeting was called to order at 3:01 pm by Rick Murray.

Staff: Anthony Fuccillo, Radu Luca.

Others: Nadine Licostie – Red Thread Communications, Robin Lapidus – The Guild Executive Director.

Agenda:

1. Public Statements – Five Minutes Maximum. Board members are not obligated to respond to public statements.

Robin Lapidus – we had Curve Magazine Publishers in town all weekend and were able to show them how wonderful it is in town; we also had celebrities here in town this past weekend, paid for in part by the Provincetown Tourism Fund; have submitted the documentation for reimbursement of the co-op tourism grant from the Town and we as grantees could use a lot more education on communication as to what is being accepted as materials for reimbursement; it is hard for a non-profit to lay out \$40,000 in advance and submit the documentation in a timely fashion; as new person found it complicated and not sure if we need to review the process or discuss how to move forward.

RM suggested the PBG staff kept every receipt (especially from advertising and promotion) and everything in writing and advised RL to work closely with Tourism Office Staff and how to work together.

2. Red Thread Communications Provincetown Presentation. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Rick Murray)

Please see and download the Red Thread Presentation here:

<https://redthreadproductions.sharefile.com/share?#/view/s4cb6303646c406f9>

MP asked what made Red Thread choose the font / typeface for “Provincetown” in the new brand positioning. Would like the logo to be easy to read in print, on a billboard, or online. NL said there will be a study done among a small group of people in Provincetown and they will do a survey and report back. The font “Vendetta Script” is nostalgic, bold and dramatic and complements well the tagline “You Belong Here,” which is a sans serif. MP finds the black in the logo too intense and high end. LM thinks the typeface might look a bit juvenile, but likes the entire concept and how the colors blend in together. BS would like to applaud NL on the style guide and likes the font and the retro feel. RM asked whether Red Thread considered using a different color other than the black, but NL said the color black was chosen to contrast with the other colors included in the logo. RM would like the style guide to be sent to our tourism partners and for their buy in on this project. Robin Lapidus loves the spectrum of color in the new Provincetown logo, but would also like the Guild logo to be distinct and possibly develop a style guide for grantees to use the logo. Believes people are a bit skeptical to script fonts, which makes them harder to read, but likes the branding and positioning concept. NL would like to do the testing of the branding in the next week or two because there are some time constraints now that summer is here and deadlines approach.

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.**

➤ **Towleroad:** Have not received a new proposal

➤ **Radio Campaign:**

- Reviewed the July –December 2016 radio with Nadine
- Nadine agreed we should continue with the regional campaign

- The new brand position and messaging will be included in the commercial spots
- Take advantage of one-day-sales in September/October

RADIO SPOTS	DATE	LENGTH	SPOTS	PURPOSE	RADIO SPOTS	DATE	LENGTH	SPOTS	PURPOSE
WQRC	7/11-7/15	0.30	10	Summer	WCAI	Oct 17 MTW	0.30	9	Halloween
WOCN	7/11-7/15	0.30	10	Summer	WCAI	Nov 14 MTW	0.30	9	Thanksgiving
WKPE	7/11-7-15	0.30	10	Summer	WCAI	Nov 28 MTW	0.30	9	New Year First Light
WQRC	7/18-7/22	0.30	10	Summer	WCAI	Dec 5 MTW	0.30	9	New Year
WOCN	7/18-7/22	0.30	10	Summer	WCAI	Dec 12 MTW	0.30	9	New Year First Light
WKPE	7/18-7/22	0.30	10	Summer	WQRC	DEC	0.15	18	Fireworks Sudden Impact
WQRC	8/1-8/5	0.30	10	Summer	WOCN	DEC	0.15	18	Fireworks Sudden Impact
WOCN	8/1-8/5	0.30	10	Summer	WKPE	DEC	0.15	18	Fireworks Sudden Impact
WKPE	8/1-8/5	0.30	10	Summer	WQRC	30-Jan	0.30	30	Presidents Weekend/VD
WQRC	8/22-8/26	0.30	10	Labor Day	WOCN	30-Jan	0.30	30	Presidents Weekend/VD
WOCN	8/22-8/26	0.30	10	Labor Day	WQRC	6-Feb	0.30	30	Presidents Weekend/VD
WKPE	8/22-8/26	0.30	10	Labor Day	WOCN	6-Feb	0.30	30	Presidents Weekend/VD
WQRC	T-W 9/6&7	0.30	10	Afterglow, Auction, Tenn Will	WQRC	20-Mar	0.30	30	Spring - Monument
WOCN	T-W 9/6&7	0.30	10	Afterglow, Auction, Tenn Will	WOCN	20-Mar	0.30	30	Spring - Monument
WKPE	T-W 9/6&7	0.30	10	Afterglow, Auction, Tenn Will	Pixy	30-Jan	0.30	24	Presidents Weekend/VD
WQRC	T-W 9/14&15	0.30	10	Auction, Tenn Will	Pixy	6-Feb	0.30	24	Presidents Weekend/VD
WOCN	T-W 9/14&15	0.30	10	Auction, Tenn Will	Pixy	6-Mar	0.30	24	Spring - Monument
WKPE	T-W9/14&15	0.30	10	Auction, Tenn Will	Pixy	20-Mar	0.30	24	Spring - Monument
WQRC	T-W 10/4&5	0.30	10	Columbus Day - Halloween	Pixy	10-Apr	0.30	24	Spring
WOCN	T-W 10/4&5	0.30	10	Columbus Day - Halloween	WOCN	27 Mar MTW	0.30	15	Spring
WKPE	T-W 10/4&5	0.30	10	Columbus Day - Halloween	WQRC	27 Mar MTW	0.30	15	Spring
WQRC	24-Oct	0.15	18	Halloween Sudden Impact	WKPE	27 Mar MTW	0.30	15	Spring
WOCN	24-Oct	0.15	18	Halloween Sudden Impact	WOCN	3 Apr MTW	0.30	15	Spring
WKPE	24-Oct	0.15	18	Halloween Sudden Impact	WQRC	3 Apr MTW	0.30	15	Spring
WQRC	10-Oct	0.30	30	Halloween	WKPE	3 Apr MTW	0.30	15	Spring
WOCN	10-Oct	0.30	30	Halloween	WOCN	8 May MTW	0.30	15	Spring Mother's Day
WQRC	17-Oct	0.30	30	Halloween	WQRC	8 May MTW	0.30	15	Spring Mother's Day
WOCN	17-Oct	0.30	30	Halloween	WKPE	8 May MTW	0.30	15	Spring Mother's Day
WQRC	14-Nov	0.30	30	Lightings - Holly Folly	WOCN	15 May MTW	0.30	15	Memorial Day
WOCN	14-Nov	0.30	30	Lightings - Holly Folly	WQRC	15 May MTW	0.30	15	Memorial Day
WQRC	21-Nov	0.30	30	Lightings - Holly Folly	WOCN	29 May MTW	0.30	15	Summer PIFF P Fest
WOCN	21-Nov	0.30	30	Holly Folly - First Light - Shop	WQRC	29 May MTW	0.30	15	Summer PIFF P Fest
WQRC	5-Dec	0.30	30	First Light - Shopping	WKPE	29 May MTW	0.30	15	Summer PIFF P Fest
WOCN	5-Dec	0.30	30	First Light - Shopping	WOCN	5 Jun MTW	0.30	15	Summer PIFF P Fest
WQRC	12-Dec	0.30	30	First Light - Shopping	WQRC	5 Jun MTW	0.30	15	Summer PIFF P Fest
WOCN	12-Dec	0.30	30	First Light - Shopping	WOCN	26 Jun MT	0.30	10	4-Jul
WQRC	26-Dec	0.30	30	First Light - Shopping	WQRC	26 Jun MT	0.30	10	4-Jul
WOCN	26-Dec	0.30	30	First Light - Shopping	WKPE	26 Jun MT	0.30	10	4-Jul
Pixy	17-Oct	0.30	24	Halloween	WOCN	28-Jun	0.15	18	Sudden Impact Wednesday
Pixy	14-Nov	0.30	24	Lightings - Holly Folly	WQRC	28-Jun	0.15	18	Sudden Impact Wednesday
Pixy	5-Dec	0.30	24	First Light - Shopping	WKPE	28-Jun	0.15	18	Sudden Impact Wednesday
Pixy	11-Dec	0.30	24	Shoping - First Light	WOCN	2-Jul	0.15	18	Sudden Impact Sunday
Dunes	12/5 12/12 12/19	0.30	75	First Light - Shopping	WQRC	2-Jul	0.15	18	Sudden Impact Sunday
WCAI	Oct 17 MTW		15	Halloween	WKPE	3-Jul	0.15	18	Sudden Impact Monday

- Book radio space for fall and spring period at reduced rates with best value for spots
- Increase Sudden Impacts to maximize top of the hour radio news
- Add Cape Classical 107.5 to the mix with special rates packages of \$12 per commercial
- Fiscal 2017 July -December Radio Commercial Placement

Move to approve \$30.000 for fiscal 2018 radio advertising campaign.

Motion: MP

Second: LM

4-0-0

Discussion: BS asked whether we get preferred media buy rates on radio on any other type of ad now that we have a new Communications Agency. Nadine Licostie said we do get a discounted rate, but Red Thread isn't doing any media buys at the moment. Also, TF mentioned we get a discounted rate because we advertise year-round. LM asked about

the remaining \$1,000 in the radio budget from FY17 and TF said that was left over from the better rates we were able to get this past year.

➤ **Brand Position and Messaging Launch:**

- Target Soft Launch – August 1st
- Brand Asset being developed
- Scheduled ads will be updated
 - **Curve** – digital campaign month of August
 - **Gay & Lesbian Review Worldwide** – September/October back cover
 - **ILGTA** – Website ad
 - **Bird's Eye View** – September/October half page
- New Branded Calendar Brochure for September-December 2017
- News Releases with new messaging and brand position
- New Ad Placement Calendar being developed
- New News Release Calendar being developed
- Style Guide being prepared by Red Thread

B. VSB Administration

- **None**

C. Marketing & Advertising Insights:

JUN 13, 2017 @ 07:00 AM

11 Creative Uses Of Augmented Reality In Marketing And Advertising



Forbes Agency Council

PR, media strategy, creative & advertising execs share trends & tips

Opinions expressed by Forbes Contributors are their own.

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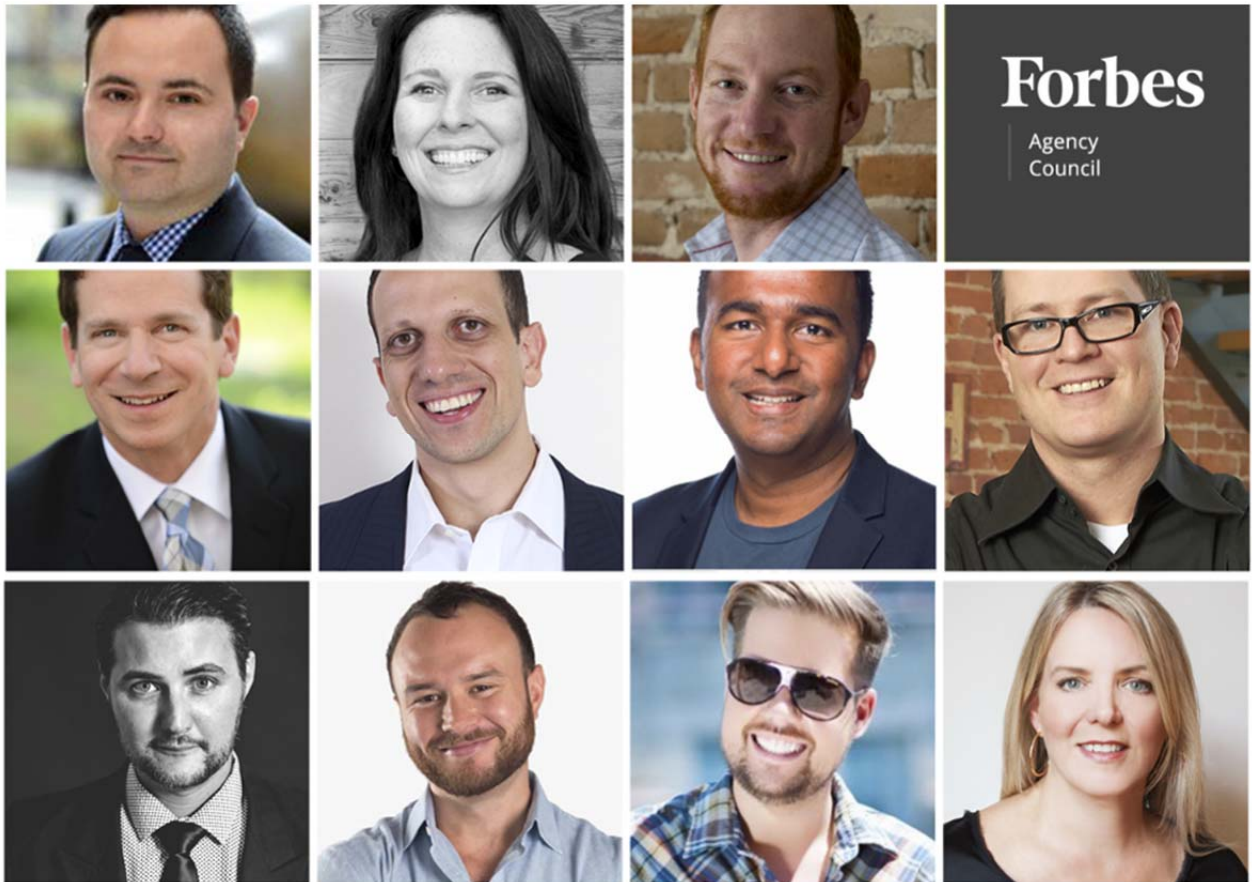
Forbes Agency Council

Successful PR, media strategy, creative and advertising executives from [Forbes Agency Council](#) share trends and tips.

Augmented reality is quickly becoming one of the hottest trends in the marketing and advertising industries, recognized as an innovative and creative way of connecting with customers and increasing engagement. The technology has significantly grown in popularity over the last few years, and the AR market is expected to continue this trend; it's projected to reach \$117.4 billion by 2022, as indicated by [Markets and Markets](#) research.

Giving advertisers and marketers an opportunity to create innovative campaigns that integrate the digital world into the real world, AR is popular with a wide range of consumers, from children and tech-savvy millennials to baby boomers – basically, anyone owning a smartphone.

Below, 11 [Forbes Agency Council](#) members discuss the different ways in which augmented reality can be used creatively in the marketing and advertising industries.



From Snapchat filters to Pokemon Go, augmented reality techniques are gaining traction.

1. Three-Dimensional Thinking

On the display network, ads are generally shown in a two-dimensional interface. However, AR opens up a wide new range of possibilities in the third dimension. Where viewers could once only see ads directly ahead of them, they will now be able to see display ads in their peripheral vision. AR also allows for more detailed ads. This is due to the higher pixel/display size ratio seen in AR versus 2-D monitors. -[Larry Gurreri](#), [Sosemo](#)

2. AR As Primary Storytelling Medium

As marketers and advertisers, we are all telling stories. AR gives you a more immersive platform to tell a story directing people to deeper content, game-like features, and bringing the consumers into the experience. We are all trying to determine the ROI of AR. If we connect it with the brand story and our owned properties, then we can start to show value through engagement and brand affinity. - [Gina Michnowicz](#), [Union+Webster](#)

3. Virtual Tours In Brick-And-Mortar Shops

With augmented reality, agencies and marketers will be able to create unique experiences for buyers in brick and mortar shops by bringing in a digital virtual element. Creating virtual tours in the store can add an element of fun while allowing buyers to learn more about products or services. For example, Jura has an AR app that allows consumers to try on watches virtually and compare looks. - [Joey Kercher](#), [Air Fresh Marketing](#)

4. Extending Live Experiences

Partnering with Snapchat as part of a larger campaign (think DC's custom Harley Quinn filter for *Suicide Squad*) is a great use of AR. But the possibilities ahead are what I find most exciting. The great thing about AR is how it augments real life without taking away from what people are experiencing. It has the potential to extend live experiences in a way that feels enriching and authentic. - [Chris Cavanaugh](#), [Freeman](#)

5.Experiencing Products In E-Commerce Settings

Allow your customers' imagination to guide them as they virtually experience your product. This has been done by companies including Lego and IKEA, where you're able to scan a catalog to see what the end product looks like or how it would fit into your room. AR studios' promise of simplicity makes it accessible to more creative minds who could help bridge the experience gap in e-commerce platforms. -[Ahmad Kareh, Twistlab Marketing](#)

6. Use As A Creative Social Media Tool

Since agencies have already started to use Snapchat and Instagram in recent years, they can go even further with AR and implement it into their current social media tactics. Adding creative filters, animations, and interactions to everyday objects or products, while correlating to your brand values, can improve brand experiences. AR can be great for taking video strategies to the next level. - [Solomon Timothy, OneIMS](#)

4. Board member statements:

MP – asked whether it's the same company who did the fireworks this year; would like the fireworks to be a bit more spectacular.

RM – best July 4th weekend The Crown has had in 15 years; we need to protect the 3 weeks mentioned by BS; commended the DPW for their service and for cleaning the streets very quickly and for their hard work; would like feedback from Chief Golden

whether we still need State Police on horses, however the Police force this year was less intrusive.

BS - following up on last droning video of David Cox, watched the latest video on July 4th in Provincetown and thinks it absolutely portrays the spirit of the town; David even showcased the Big Blue Chair; the three big weeks that we have are July 4th, Bear Week and Carnival and we need to do whatever it takes to protect these 3 weeks that offer major economic boosts; sat next to a straight couple at dinner and they have been coming to Provincetown on a boat every year since 1976 and in the past they paid \$150/night, but now they pay \$450/night, but it's a way of life for them and they noticed for the first time in years that there are more boats in Provincetown this year, especially for Newburyport, and these visitors go out every night and spend money in town.

LM - before the last VSB - BOS round table meeting the VSB met before and held an open public meeting. Asked whether there would be one before the July 31st meeting and whether an agenda had been set.

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

Move to approve the minutes from 6.26.17.

Motion: BS Second: MP 4-0-0

Move to approve the minutes from 6.26.17 with the Board of Selectmen.

Motion: BS Second: LM 4-0-0

Motion to adjourn.

Motion: MP Second: BS 4-0-0

The meeting was adjourned at 4:11 pm.

Respectfully submitted,
Radu Luca