

**Town of Provincetown  
Visitor Services Board  
Meeting Minutes from August 28<sup>th</sup>, 2017,  
3:00 pm  
Town Hall, Caucus Hall  
260 Commercial Street  
Provincetown, MA 02657**



**Members present:** Rick Murray – Chair, Lesley Marchessault – Vice Chair, Bob Sanborn, Regina Cassidy, Susan Avellar, Jay Gurewitsch

**Members absent:** none.

**Meeting was called to order at 3:00 pm by Rick Murray.**

**Staff:** Anthony Fuccillo, Radu Luca.

**Others:** Robin Lapidus – Executive Director The Guild , Candy Collins-Boden – Executive Director Chamber of Commerce

**Agenda:**

1. Public Statements – Five minutes maximum per speaker. Board members are not obligated to respond to public statements.

Candy Collins – Boden: wanted to congratulate the Guild for a terrific job prior and during Carnival this year, organizing everything and meeting expectations. Was a safe event, least amount of conflicts, no arrests and congratulations to the PBG. Addressed concerns regarding the J-1 worker visa on Cape Cod and Provincetown, since our summer workforce is paramount to the tourism industry.

Robin Lapidus: this year was the first Carnival; just attended a Board strategic planning meeting – the focus is LGBT tourism and to promote LGBT tourism to the world; there is an outreach plan: attend more events, improve the website, cross promotion. Carnival was very successful, did a media recap

of all placements, and will forward to Staff to send to VSB. RL is familiar with and worked with Clear Channel in the past and is interested in approaching them to be a media sponsor for Provincetown in order to promote the holiday season and First Light Provincetown. The Guild would like to do more data collection on (LGBT) visitors to town and would like to work with the Tourism Office and the VSB and to make sure we're not overlapping in our efforts.

2. Red Thread Communications Provincetown Brand Positioning: logo, tagline, brand identity. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Nadine Licostie)

Item was discussed at the August 21<sup>st</sup> meeting.

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.**

➤ **Trifold Calendar Brochure:**

- Visual Identity calendar
- September through December events
- Print 3000 pieces

**Move to approve \$750 plus shipping for 5,000 trifold calendar brochure.**

**Motion: BS**

**Second: RG**

**6-0-0**

**Discussion:** RM asked why only 3,000 would be printed. TF explained this amount should last us through the end of the year. JG asked how many pieces we printed last time we created a Fall Calendar. RL responded circa 2,000. BS amended his motion to print 5,000 for \$750.

➤ **LGBT Expo**

- MOTT has purchased a booth at the Javits
- The show has been moved from March to September
- It will take place 9 & 10 September
- Ru Paul's Drag Con will be the same days in the hall next door to the LGBT Expo – The expectation is many of the Drag Con attendees will also attend the expo
- A MOTT representative will NOT be present in the booth
- I have been requested to be the Lead in the booth to represent Massachusetts/Cape Cod & Provincetown
- Cost to Provincetown will be travel and shipping

LGBT EXPO & Conference	Expense
Travel	350
Parking	75
Hotel	750
Meals	225
Total	1400

**Move to approve up to \$1,500 plus shipping for the LGBT Expo.**

**Motion: BS**

**Second: JG**

**6-0-0**

**Discussion:** RM asked whether the ED of the Guild was informed of this show. TF explained this show was paid for by MOTT who extended their invitation to the regional tourism council. RM asked of staff to contact MOTT and see whether the Guild ED would be invited to attend the show and staff the booth.

➤ **New York Times Travel Show**

**The New York Times**  
**TRAVEL SHOW**



Friday, January 26 thru  
 Sunday, January 28, 2018

**Total Attendance: 29,050**  
 Trade Attendance: 8,300  
 Consumer Attendance: 20,750  
 Media/Press Attendance: 900

**526 Total Exhibitors:**  
 Overseas National Tourist Boards 96  
 Domestic Tourist Boards/CVB's 62  
 Hotels 94  
 Tour Operators & Cruises 157  
 Associations 24

Transportation	30
Media Outlets	16
Products & Service Providers	47

**Travel Industry Focus: \* Provincetown Related Tourism**

<b>Adventure/Eco</b>	Africa	Asia	Cruise	<b>Culinary Tourism</b>
<b>Weddings</b>	<b>Honeymoons</b>	Europe	Florida	<b>Cultural</b>
Latin America	<b>LGBT</b>	NY State	River Cruise	Hawaii
Caribbean	Middle East	North Arica	Tours	Wellness Travel

**Media Outreach:**

The 2016 Advertising and Promotion Campaign generated a record setting number of impressions through vast campaign including print and online advertising, external media and broadcast promotions, TV, Radio, online and social media, including:

**Print Advertising and Promotions:**

Ad Highlights:

- 40 Show ads ran in The New York Times
- Travel Show Guide (inserted in T Travel Magazine; The New York Times Magazine
- 600,000 copies of Show Guide inserted in The New York Times on Sunday prior
- 15,000 bonus copies distributed on-site to Sow attendees

External Magazine Ads:

- Vacation Agent Magazine
- Agent@Home Magazine
- Where and In Magazine
- **Passport Magazine (Provincetown has been remiss in not having a presence in this publication)**

Trade Print – Vacation Magazines

- One full-page and a half-page ad in Vacation Agent Magazine in January and February
- One full-page and half page ad in Agent@Home Magazine in January

Consumer Print – Local New York Magazines

- Full-page ad in Travel & Leisure Magazine
- Full-Page ads in Where and In NY Magazine



# PASSPORT

America's #1 Gay Travel Magazine

Media Sponsors:

- Sixteen including **ManAboutWorld, The Huffington Post** and **Passport Magazine**

Industry Sponsors:

- Twenty Two including **IGLTA**



THE HUFFINGTON POST



International Gay & Lesbian Travel Association

	<b>Booth Cost =</b>	<b>\$3,800</b>
	<b>IGLTA Member Discount 10% =</b>	<b>\$380</b>
<b>Adjusted Booth Cost =</b>	<b>\$3,420</b>	

**We have reserved corner booth #965**

**Move to approve \$3,420 plus electric, shipping, media and travel expenses for New York Times Travel Show.**

**Motion: JG    Second: LM    6-0-0**

**Discussion:** SA asked who would attend the show and staff the booth. TF said as of right now just TF and RL, but the invitation will be extended to other Provincetown organization. BS has mixed emotions on these travel shows, likes some of the sponsors there, but it's hard to calculate the return on investment. JG said a lot of the shows that keep on growing take place in NYC. RM suggested Staff send an invitation to local organizations and see whether they would be interested in attending the show and volunteering their time in the booth. SA asked for a travel estimate. TF and RM clarified the cost for travel and shipping would be between \$1,000 and \$1,500.

➤ **Outdoor Advertising**

- Results from Spring Outdoor Advertising Campaign

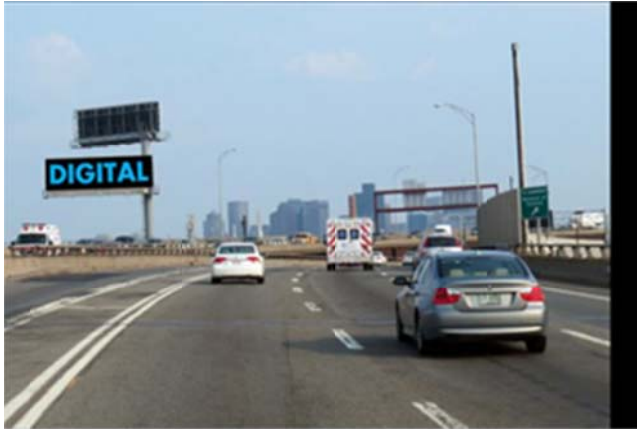


the campaign consisted of 6 digital locations on a pre-emptible basis for 4 weeks. \*mid-way through the 4 weeks, location #9011 reached capacity so your message was moved to the other side of that structure to location #9010 for the remaining 2 weeks. That's why there are 7 locations listed on the POP

\*we WAY over-delivered on the impressions—you were promised 3,286,684 impressions over the 4 weeks and you actually got 3,746,820—that's almost 14% more than you expected!

\*this works out to \$2.66 per 1000 impressions—I challenge print, TV, radio, mobile, etc. to try and even come close to this cost per thousand impressions! It's impossible.

- Mid May – Mid June Program
- Spots Guaranteed           168,000 =       3,286,684 impressions
- Spots Delivered            190,325 =       3,746,820 impressions
- Over Delivered             22,325 =        460,136 impressions
- Variance                    +13.3%
- Daily Spots per Display    1,133
- Weekly Spots per Display   7,937
- Program Cost               \$10,000
- Cost per spot               \$.0525
- Cost per impression       \$.00267
  
- **Clear Channel Proposal for November/December 2017**
  - **Mirror same campaign program on same six boards**
  - **Outdoor Advertising: Holiday Billboard Campaign**
  - **Four week outdoor campaign**
  - **Reach 3.3 million sets of eyes over four week period**
  - **Targeting Boston, North Shore, South Eastern MA, Western Suburbs and Central MA**
  - **All billboards have a 4 week minimum insertion**
  - **Net proposal rate is \$13,750 for four weeks**



**All billboards are in high traffic areas across the Commonwealth of Massachusetts**

**Move to approve \$13,750 for Clear Channel Outdoor Billboard Advertising.**

**Motion: LM**

**Second: RG**

**6-0-0**

**Discussion:** JG asked whether we did Clear Channel outdoor advertising last fall. TF explained last fall we did Out Front Media. JG asked whether we looked at other options to advertise outside of MA. TF said Red Thread also agreed we should go for our drive market to promote the holiday season. JG asked how a billboard is different from radio. TF said the main difference is in coverage, while our radio ads reach Barnstable County, Bristol County and Plymouth County. BS asked whether the cost is comparable to the previous campaign. TF said the previous campaign cost us \$10,000 and we received a good rate for being a first-time advertiser. LM asked whether the boards could be changed mid-campaign. TF said yes. SA asked what the six locations were. TF said these billboards are in highly trafficked areas. VSB agreed we should advertise outside of MA for the Spring / Summer / Fall campaign.

## **B. VSB Administration**

### **➤ Unused 2017 motioned and not used Marketing Funds**

#### **○ Provincetown Chamber of Commerce**

- Marketing Co-op Grant \$20,000
- Submitted and reimbursed \$15,292.92
- Balance of Grant unused \$4707.8

**Move to approve rolling back unused Provincetown Chamber of Commerce 2017 Grant, \$4,707.8 to the Tourism Marketing Fund.**

**Motion: LM**

**Second: BS**

**6-0-0**

- Spring Radio Campaign
  - Spring Radio budget \$18,000
  - Spring Radio spent \$12,944



- Unused motioned and budgeted \$5,056

**Move to approve rolling back unused Spring Radio \$5,056 to the Tourism Marketing Fund.**

**Motion: BS    Second: LM    6-0-0**

- **Red Thread travel reimbursement - \$1,275.71**

**Move to reimburse Red Thread \$1,275.71 for travel expenditures.**

**Motion: BS    Second: LM    6-0-0**

### C. Marketing & Advertising Insights

## **LGBTQ PAUL HENEY**

# **AUGUST 12, 2017**

## **Meet an LGBTQ Tech and Journalism Pioneer**

Ed Salvato is an LGBT travel expert and co-author of the recently released [Handbook of LGBT Tourism & Hospitality Marketing: A Guide for Business Practice](#).

He served on the Board of Directors of the International Gay & Lesbian Travel Association (IGLTA) for six years and is co-founder and chief content officer of ManAboutWorld magazine, a smartphone- and tablet-based mobile and digital gay travel magazine.

We spoke with Salvato recently about how he first got into LGBT tourism, how the New York gay scene has evolved, and what World Pride will mean to the city when it arrives in 2019—the 50th anniversary of Stonewall.

### **What's Trending in LGBTQ Travel?**

**TravelPulse:** How long have you lived in New York? Where are you from originally?

**Ed Salvato:** I've lived in New York since 2003, but I'm originally from Boston. I also lived for four years in Paris and five years in Los Angeles. Each city has left an influence on me.

**TP:** Tell us a little bit about the genesis of your LGBT writing career.

**ES:** Funny enough, in high school I thought I was a good writer. When I went to college, I decided to focus more on math and science than writing—so I got out of the habit and lost my confidence in writing. After graduating, I worked in software on the marketing research side of the business. I had to write reports but wasn't very confident.

I went to business school to earn my MBA and took a course that changed my life. It was Writing for the Professions that taught me to be concise and clear in my communications.





After working for several more years in market research (with an MBA), I wanted a change. I read *What Color Is My Parachute* and decided that what I wanted to do was travel and tell people about my trips. Soon after this epiphany, I met the team who ran the first customer-focused gay travel magazine *Out & About*.

They offered me a job, I moved to L.A. and began my LGBT travel writing career.

TP: How did you launch of ManAboutWorld?

ES: My *Out & About* colleague Billy Kolber left the business after it was acquired by PlanetOut. I remained with the company when it merged with [Gay.com](#) and then acquired Liberty Publications (*Out*, *Advocate* and *Out Traveler*). At one point, I was overseeing 75% of all gay travel content in the country. That company was hit hard in the recession of 2008, and by 2009, I was out of work. Billy and I started discussing ways to collaborate. Neither of us thought the world needed another gay travel website. We decided to launch the first native app-based digital/mobile gay travel magazine *ManAboutWorld*, which released its first issue during 2012. We've since grown to about 31,000 app users who subscribe to our 10-issue a year publication. We offer both paid and free content.  
READ MORE: [What's Trending in LGBTQ Travel?](#)

TP: What do you see for the publication's future?

ES: We have evolved considerably over the last two years in response to our clients' needs. We offer consulting services for travel providers who wish to reach the lucrative LGBT travel segment. We offer services relating to content; meetings; strategy; LGBT sensitive and sales training; and more. We continue to evolve our consulting services while creating great editorial content for our readers.

TP: How would you describe LGBT life in New York? How has it changed in the last decade?

ES: While there are still many struggles ahead—for example, for transwomen of color, who continue to be victims of anti-trans crime and violence—LGBT life in New York is great. Gay people are integrated throughout society. There are still vibrant gay bars but not really many clubs.

TP: Tell us how the preparations for World Pride are going, and what are your feelings about it?

ES: World Pride is a huge deal. It will focus the attention of the entire world on LGBT New York in 2019. It'll be a great opportunity to send a message of welcome, tolerance and inclusion to the world. We are involved through our consulting work with NYC & Company, which is the destination marketing organization for the five boroughs of the city of New York. We are helping NYC & Company strategize on promoting and leveraging the opportunity as well as working closely as NYC & Company representatives with NYC Pride.  
READ MORE: [Get to Know Queer Berlin With Travel Expert Adam Groffman](#)

TP: How is New York marketing itself to the LGBT traveler today?

ES: NYC doesn't market to different segments like LGBT travelers vs. non-LGBT travelers. *ManAboutWorld* is helping NYC customize its content and promotional efforts to incorporate LGBT travelers' sensitivities and interests—but in a way that integrates LGBT travelers into the efforts NYC & Company does for all its visitors.

TP: When you want to venture elsewhere in the world, what are your favorite LGBT-friendly places?

ES: I love Provincetown, Massachusetts. In fact, I am currently working there for part of the summer. It's one of the oldest LGBT friendly places on the planet, having attracted artists in the late 1800s. People always felt comfortable, welcome and safe here.

In a post-Orlando world (where scores of young LGBT and straight people were killed by an anti-gay terrorist), safe havens are more important than ever. I also love Key West, though it's not as gay-popular as it once was. It still retains its quiriness. Ft. Lauderdale and Palm Springs both have large LGBT populations and have been attracting retiring baby boomers in large numbers, so they should be gay for years to come. I also love Mykonos and Ibiza. ■

4. Board Member Statements. Comments from Board members. Discussion dependent. Motions may be made. Votes may be taken.

RM – MP has resigned from the VSB and would like to thank her for her service. Urged the new VSB members to come to him and ask any procedural questions they might have. We as a Board should be careful how address inflammatory discourse especially on social media.

LM – would like to congratulate the PBG on a successful carnival.

BS – street banners – asked whether sturdier materials could be used to hold up the street banners and flags. There’s been discussion on social media during Bear Week regarding the cost of vacationing in Provincetown, and the cost of the so-called “Bear Week Premiums.” RM wanted to clarify that it’s the private accommodations were charging higher rates during Bear Week; BS also distinguished 3 of the busiest events in town: 4<sup>th</sup> of July, Bear Week and Carnival and we should have a separate strategy for each of these weeks; inquired about the status of the Five-Year Plan.

JG – the Bear Week FB page is not controlled by the sponsor of Bear Week unlike the FB page for Family Week, which is run by the Family Equality Council. The sponsor of Bear Week did nothing to defuse the tensions on the Bear Week FB page about price gouging and that because the town has no control over any of these social media pages, we need to be more proactive about responding to issues that arise on these pages.

RC – the Personnel Board has strict social media policies as to what boards can do and it is a fine line that’s going on right now and there are rules that include staff as well.

SA – asked JG why the VSB, as a public entity, should have control over those pages because it shouldn’t.

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

**Move to approve the minutes from 7.10.17.**

**Motion: LM    Second: BS    6-0-0**

**Move to approve the minutes from 8.21.17.**

**Motion: LM    Second: BS    6-0-0**

**Motion to adjourn.**

**Motion: JG    Second: BS    6-0-0**

The meeting was adjourned at 4:11 pm.

Respectfully submitted,  
Radu D. Luca