

**Town of Provincetown
Visitor Services Board
Meeting Minutes from November 13th, 2017, 3:00 pm
Town Hall, Judge Welsh Room
260 Commercial Street
Provincetown, MA 02657**

Members present: Rick Murray – Chair, Lesley Marchessault – Vice Chair, Jay Gurewitsch, Susan Avellar.

Members absent– Regina Cassidy – excused, Bob Sanborn – excused.

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

Staff: Anthony Fuccillo, Radu Luca.

Agenda:

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

Dawn Walsh – Provincetown Day of the Dead Performance Arts Festival is here to let the VSB know the Day of the Dead would be applying for a tourism grant in FY2019 and introduced the event to the VSB and the public. FY2019 will be the 3rd Annual Festival and the attendance doubled in CY2017 compared to 2016. The Festival is on the actual Day of the Dead, November 2nd.

2. Outer Cape Chorale. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Jeff Tagen)

Jeff Tagen and Allison Beaven – here to present a synopsis of the Outer Cape Concerts: May and December each year. All Outer Cape Concerts are free to the public and that helps visitors attend the concert, but also spend time in town and patronize our shops and restaurants. Please see handout below:

The Outer Cape Chorale and Chamber Singers

Presentation to the Provincetown

Visitor Services Board - Monday

November 13, 2017



About the Outer Cape Chorale

- **The Outer Cape Chorale** is a welcoming, non-auditioned chorus that fosters joyful, excellent singing through diverse repertoire. We strive to bring the inspiration of choral music to the Outer Cape community.
- **The Chamber Singers** are an auditioned a cappella group made up of twenty members of the Chorale. They sing a wide variety of music, from classical to popular.
- **May and December concerts** – 2 at Provincetown Town Hall – plus Chamber Singers events
- Between **120 to 160 singers** perform at our concerts, many from Provincetown
- First concerts in 2002 – **now in our 16th continuous year!**
- **Have always been free to the public**, with a goodwill donation

About our concerts

- **OCC Concerts are very well received** for the selection and quality of our musical programs
- **Developing our musical capabilities** for heightened quality and more challenging repertoire
- **Expanded instrumental accompaniment / thematic concert programs**
- We receive **many testimonials from audience members** (see page 2)
- **Spring 2017** – Mass of the Children (Children's Choir and Chamber orchestra)
- **Summer 2017** – Chamber Singers concert series (2 in Provincetown)
- **December 2017** – Go For Baroque, featuring Vivaldi's *Gloria*, excerpts from Handel's *Messiah*, and more
- **Spring 2017** – All Things Cape Cod, featuring Ronald Ferrara's *Why I Wake Early*, based on the poetry of Mary Oliver

OCC supports tourism

- **Distinct addition** to the vibrant performing arts scene in Provincetown – the only chorus in the area
- Concerts are in May and December – adding **popular events outside of the main summer season**, and **bringing visitors to Provincetown for a Friday and Saturday evening**
- **People shop, eat, and drink in Provincetown** before / after our concerts
- Concerts are **free to the public** (a goodwill donation is collected)

- We are becoming an **increasing draw for the quality and impact of our concerts**
- Our **profile and reputation are building** – through both performances and community outreach
- **Tourists attend and are thrilled** – many follow us (mailing list, Facebook, website) and make donations
- **Brings visitors into Town Hall**, exploring the historic & restored Town Hall building
- We **advertise across Outer/Lower Cape and use social media** to publicize our concerts
- **Chamber Singers summer concerts** are smaller scale, but well-attended and enjoyed
- **Chamber Singers contribute to the variety of music** offered to visitors in town

Publicity and outreach

- **We are grateful that the VSB significantly supports our advertising efforts**
- **We have expanded our outreach and events** such as Fire Station #3, radio station interviews and PSAs, Nauset Newcomers, Chatham Band, “Symphony at the Seashore” event
- **Publicity** – posters/postcards; listing in Cape event calendars; articles in Banner, Provincetown magazine, other; OCC website; social media; advertising; promotional events; and more

Outer Cape Chorale and Chamber Singers - Actual Testimonials

May 2017 – Mass of the Children

“This was a very touching performance and we all thought it was a special occasion.”	“Well done, and thanks for making our evening one to remember.”
“Wow!! What a beautiful & uplifting concert. It's going to be hard to top that one!!”	“...with the caliber of this work, (you) should be taking it to Boston.”
“My face was red from crying, it was so beautiful. My favorite so far. It seemed like the whole choir was really attached to the program, passionate and focused and proud.”	“Rutter would have been delighted with the job you did on "Mass of the Children". During our time in England we heard many choral groups perform many Rutter pieces. You folks out did them all!!”
“Just want to thank you for a wonderful evening of music. Your eclectic but cohesive choice of music was perfect.”	“I attended the concert of "Mass of the Children" on Sunday. It was SO beautiful! I'm certainly glad that I didn't miss it.”
“It was a great concert! The program was well chosen, the Chorale sounded the best and most polished that I have heard over the last five years and your new conductor is impressive.”	“I was expecting a nice community choir but this was so much more! I was so impressed! So professional! I don't need to go to Boston anymore! Amazing! Fantastic! You sounded even better than last time!”
“Thank you for last night...the concert was thrilling!”	“Did not want it to end!”

Chamber Singers 2017 Concert Series

“The concert was perfect - a musical feast - a perfectly balanced menu of classical pop, liturgical classical and world music, light hearted and deeply moving, joyful peals and prayerful urgencies in the name of the world's children. And shouldn't I say that the singers were brilliant, their voices perfectly balanced, in a blessed harmony. I left more than satisfied. I was blown away. Bravo to the Chamber Singers.”	“I had to speak up that yesterday's performance in Chapel in the Pines was amazing! The Chamber Singers were terrific.
	...the performance was outstanding! Rave reviews. And, I heard folks talking about wanting to come to other performances. We were thrilled to have you!
What a wonderful, wonderful concert. THANK YOU.”	“...the sound was absolutely gorgeous. I cannot say enough. I was SO proud of the Chamber Singers...”

December 2016 – O Be Joyful!

“The sound was like in a basilica”	“It was different... hard to put into words... Peaceful”
“I closed my eyes and was transported”	“The concert was uplifting and joyful and inspiring and consoling”
“And a perfect ending. It felt like a big hug...”	“The last song had me in tears.”

"I brought my mom and a couple of her friends. They really loved it. One is disabled and had to sit in a different place from us. She said that at the end when the chorus went into the crowd, singers joined hands with her and serenaded her. She was so happy after."

"What an ambitious program – well done! I don't think I mentioned that I played piano for 'A Jubilant Song' in college, with Dello Joio conducting!. Your pianist was super! I have been crazy about the piece ever since we did it, and in fact, bought myself a copy a couple of months ago, before I ever knew I would have a chance to see/hear it again."

3. Provincetown International Rowing Regatta Update. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Ron Robillard)

A delegation from the Provincetown Coastal Rowing Regatta gave an update. This year kayaks and pedal boarding were added and participants came from coastal New England. The group also presented their 2017 event video to the VSB. The video is on YouTube, but also on www.RegattaCentral.com/Regattas - Provincetown 2018.

4. Public Landscaping Committee Update. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Bill Docker)

The Public Landscaping Committee presented an update on past and future events. Please see presentation below:

PROVINCETOWN PUBLIC LANDSCAPE COMMITTEE (PLC)

Report to Visitor Services Board November 12, 2017

PLC Members – Term Ends

Allan MacKinnon, Treas. – 12/17
Curtis Balom, Clerk – 12-17
Anika Costa 12-18
John Krajovic – 12-19
Frank Vaselo, Vice Chair – 12-19
Bill Docker, Chair – 12-17

Milestones

- Convened DPW, Seamens Bank, PLC, P400 – First Landing Park discussion 9/16
- Pier Corp./MPL Planting Area and Future Use
- Bas Relief Committee – John Krajovic, liaison
- PMPM Funicular – Weidner/BOT Outreach
- Trees Provincetown & Tree Bylaw, Memorialization
- Committee Name Change – Beautification to PLC through BOS

Accomplishments

- Complete Library Plantings and Site Upgrade
- MacMillan Pier/ MPL Planting Area
- PLC Volunteers through COA – Michelle Haynes, Chris Asslin
- Bus Stop Park – Replanting Perennials, Re-shelling Area
- 4 Seasons of Annual Plantings (from 3)
- Traffic Islands
- Bench Memorializations (5) + Popko Bench
- Town Website – All Memorialized Trees listed (with map)

On the Horizon – (Future Planning)

- Pilgrims First Landing Park
- Veterans Memorial Community Center “visitors and residents alike”
- Public Space Design Standards, Principles, Suggested Plants & Trees, Planters, Benches, Maintenance, Replacement
- Provincetown 400 w/PMPM Exec. Dir., BOT
- Pier Corporation/MPL – New Fishermen’s Memorial

Finances

- Total Expenditures FY17: \$9,213.72; Current Balances – General Fund: \$3400; Gift Fund: 6,641.73
- 2020 Set-aside
- Gift Fund Build-up
- VSB One-Time Request – How? When?

VSB Comments, Ideas, Suggestions

Respectfully Submitted,

Bill Docker

PLC Committee Chair and Committee Members

5. Illuminated Flags for the Holiday / Winter Season. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Lesley Marchessault)

David Kubayko presented the Guild’s proposal. Please see the presentation and proposal below:

Proposal for Seasonal Flags on Commercial Street:

Background Summary: The Guild, Provincetown’s LGBT not for profit business, trade and professional organization, is working with the VSB and the Chamber of Commerce on driving awareness and ultimately customer traffic for stores, restaurants and services open for business during the winter season. Together the Guild, VSB, and Chamber want to make it easy for tourists, residents, and the drive-market alike to easily discover what’s open as they travel down Commercial Street.

The Project: This project is a partnership – it is not owned by any one entity and businesses licensed by the town do not have to be members of any group to participate. The Guild is inviting Ptown’s local artist community to design a *Winter in Ptown* Flag that will signify that businesses are open and will reflect Ptown’s creative vibe and spirit. Critical to the success of the design, the flag needs to signify that the town and its businesses have their lights

on and are open for business. Given that it is dark for much of the day and night during the Winter, the flags will be bright and will have a lighting element to be more visible.

There is currently no lamppost or pole that is available to decorate town in an attractive and uniform manner. The flags will give us an opportunity to create a decorative visual rhythmic element that says we are open, we care about how we present ourselves, come here all winter.

The Audience: Tourists and townies finding their way and exploring the area- walking or driving - down Commercial Street. Key times of consumer traffic will be weekends, Holly Folly and First Light are our biggest upcoming events. The flags allow us to do messaging about MLK weekend or Valentine's Day and other general winter activities.

The Objective:

We'd like to order 75 flags and uniform white posts to hang along Commercial Street. The flags and posts will be "loaned" to businesses who have committed to be open during the winter. The first priority will be to businesses who are open Thanksgiving through Valentine's day to a retail/tourist audience (for example our Cinema at Whaler's Wharf gets a flag!). The second priority are businesses who are open on "Major" Holiday Weekends Thanksgiving through Valentine's day to a retail/tourist audience (for example, Bayside Betsy's)

The flags will:

- Celebrate Ptown's vibrant creative community
- Provide a visual open invitation that spans from the East to West Ends of Commercial Street
- Easily guide consumers to what's open
- Encourage traffic into open businesses
- Minimize the feeling that the town is closed for the season
- Enhance the look and feel of town at a time when many windows are not lit or decorated or have signage.

The Design:

We can have a contest for the design

The Program:

We will:
Create an on-line request form for businesses requesting a flag.
Offer a flag pick-up over a few days at the VSB when they are ready. We can have a handy-person that people can pay to have them affixed safely to their building.
Collect the flags and posts when business closes for the season (after First Light OR after Valentine's Day)
Clean and store the flags and poles until next season.

Flag Format: Tony will bring example

Cost:

We estimate that the cost of the flag is \$75 per flag for the pole / the double sided flag / the string of outdoor lights for the pole and batteries (the lights are rated for outdoor and on a timer)

60 x \$75 = \$4,500

75 x \$75 = \$5,625 – I would round up to \$6000 so we can offer a prize to the design contest winner – OR pay our designer.

* we have to order over 60 to get the price above.

* the price includes shipping / we can swap flags out on the poles for future uses and other seasonal flags.

Specs and pricing

4' X 2.5' 2-Sided Nylon Flags with 6' white metal poles.

Quantity Same design on both sides. Different design on each side

24	89.00	90.50
36	79.00	81.90
48	69.00	73.85
60	61.50	65.90

Lights:

Outdoor battery packs

\$9.98 -- ER CHEN(TM)Indoor and Outdoor Waterproof Battery Operated 100 LED String Lights on 33 Ft Long Ultra Thin Copper String Wire with Timer (Warm White) <https://www.amazon.com/Indoor-Outdoor-Waterproof-Battery->

Design Thoughts:

- No Logos
- We hire an artist whom we've worked with before for banner design (see attached ideas and past work in Harvard Square).
- OR we host a contest using local artist and graphic designers with a clear call to action and prize.
- We vote on contest design with an online ballot with equal number of reps from VSB/ BOS/ Guild/ Chamber.

DRAFT: Call to Interested Artists

- *Materials should be emailed to xxxxxxxx or dropped off at The Guild Office, xxxxxxxx*
- *One design will be chosen for the flag. Artists will be notified in early December.*
- *The artists for the selected design will receive:*
 1. *\$300 gift certificates for local restaurants (Strangers and Saints, Tin Pan Alley and Canteen)*
 2. *Spa Day at Carpe Diem*
 3. *Recognition at a Holly Folly or First Light Event*

TIMELINE for this year:

There is a 20 day time frame for design and delivery!

IF we want flags out on street by December 22nd before Christmas we have to pay for a design and order them by Monday 11/27

IF we want flags out before First Light, we start the contest this week

- Get designs by Wed 11/24th
- Decide which one we want to use by 11/27
- Clean up design and send to printer on 11/28
- Shipment arrives after x-mas and would need to get hung quickly on 12/28 or 29.

Move to allocate up to \$6,000 for illuminated holiday / winter flags.

Motion: JG Second: SA 4-0-0

6. 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.**

- Reviewing Media Marketing Proposals with Red Thread and will be recommending a motion at the next VSB meeting on 27 November
- We will be launching the Spring/Summer advertising campaign the first of February

B. VSB Administration

- **American Bus Association:** 2018 Membership Renewal (Travel Industry Single Entity Dues.

THE ASSOCIATION FOR MOTORCOACH, TRAVEL AND TOUR COMPANIES

The American Bus Association serves a thriving industry that provides more than 600 million passenger trips annually on charters, tours, scheduled service and shuttles. Membership in ABA includes motorcoach operators, tour operators, tourism-related organizations, and products and service suppliers.

ASSOCIATION OVERVIEW

- Founded in 1926, ABA is the oldest, largest and most respected voice in the industry.
- 65% of all motorcoaches on the highways and roads today are owned and operated by ABA member companies. We represent the largest group of motorcoach decision-makers.
- Membership in ABA includes approximately 1,000 motorcoach and tour companies in the United States and Canada. Another 2,800 member organizations represent the travel and tourism industry and suppliers of bus products and services.
- ABA is home to ABA Foundation, a nonprofit organization that provides scholarships, research, and continuing education for the motorcoach and tour industry.
- ABA holds Marketplace, an annual industry event that brings together more than 3,500 operators, suppliers and exhibitors.

ABA Members:

- **Travel Industry** membership is available to travel/tourism/destination marketing organizations, tourism service/transportation companies, accommodations, attractions, and food service companies.
- **Tour operators** organize and selling outbound tours for groups and frequently book motorcoaches for their groups. Some also act as receptive operators for their local area, and some own travel agencies.
- **Motorcoach operators** perform a variety of transportation services such as charters, retail tours, scheduled service, sightseeing, local receptive operations, school bus, package express and special operations.

Move to approve \$550 for American Bus Association 2018 membership.

Motion: SA

Second: JG

4-0-0

Website:

- The new branding identity has been removed
- Old logo/brand identity is on the homepage with all the other Tourism Partner logos
- Working with Milo Interactive to add a widget to the home page to sign up for email list
- New Website design and launch in 2018 – Receiving Quotes from local developers
- Plan to have a recommend a motion for the website

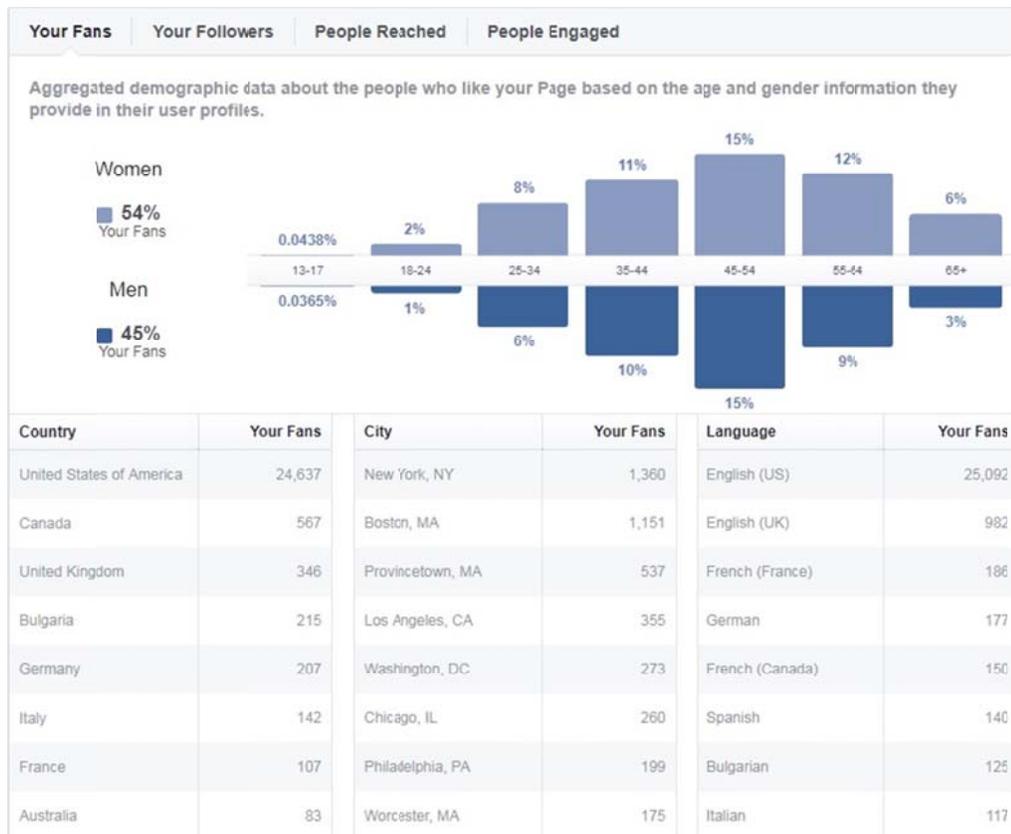
Visitor Survey:

- Received three quotes
- Digital Visitor Survey will be developed and launched in December
- Will survey individuals who have visited Provincetown
- Results will be received by January 2018

Social Media:

- Updated Brand Identity with old logo 26 October
- Paid Advertising weekly
- Daily posting ongoing

Following are some insights from:



Total Page Likes as of Today: 27,532

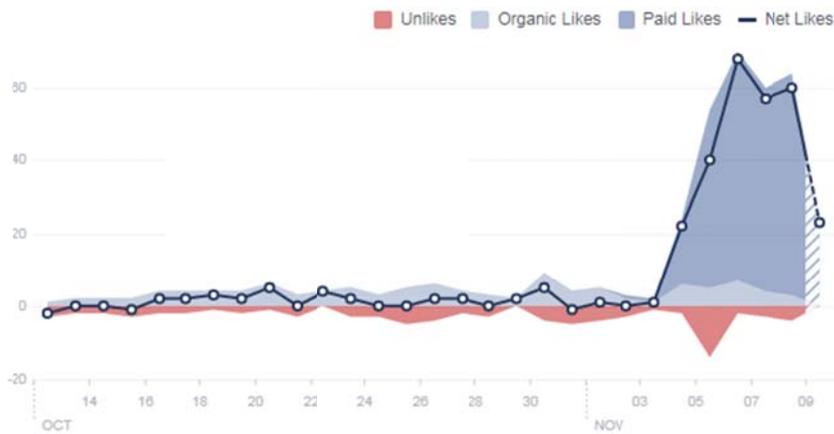


BENCHMARK
Compare your average performance over time.

Total Page Likes

Net Likes

Net likes shows the number of new likes minus the number of unlikes.



BENCHMARK
Compare your average performance over time.

Unlikes

Organic Likes

Paid Likes

Net Likes

WANT MORE LIKES?
Create an ad to get more people to like your Page.

[Promote Page](#)

- Provincetown's

Post Reach

The number of people your posts were served to.



Organic
1,011
Oct 13, 2017
Click or drag to select

You are targeting men and women, ages 18 - 65+ who live in 6 locations, and have 17 interests.
 Show full summary

This promotion will run for 10 days.

Your total budget for this promotion is 300.00 USD.

Only the person who boosted this post can edit it.

16,666 People Reached (?) **699** Clicks (?) **\$158.72** Total Spend (?)

Actions | People | Countries

Link Clicks	699
Page Likes	13
Comments	25
Shares	44

DESKTOP NEWS FEED MOBILE NEWS FEED

Provincetown Sponsored · Like Page

Celebrate the Holidays in Provincetown
 #Thanksgiving #HollyFollyStroll #FirstLightProvincetown
<http://www.prweb.com/releases/2017/11/prweb14880610.htm>



Celebrate the Holidays in Provincetown
 Provincetown, MA (PRWEB) November 03, 2017 -- Provincetown Celebrates the Holidays November through January 2, 2018
 PRWEB.COM Learn More

532 Reactions 21 Comments 57 Shares

You targeted men and women, ages 18 - 65+ who live in 6 locations.
 Show full summary

This promotion ran for 5 days.

Your total budget for this promotion was 360.00 USD.

Only the person who boosted this post can edit it.

25,239 People Reached (?) **5,354** Engagements (?) **\$359.99** Total Spend (?)

Actions | People | Countries

Link Clicks	229
Page Likes	9
Comments	12
Shares	30

DESKTOP NEWS FEED MOBILE NEWS FEED INSTAGRAM

Provincetown Sponsored · Like Page

<http://bostonspiritmagazine.com/.../summers-after-party-prov.../>
 #ptown #provincetown #CelebrateTheHolidays #YouBelongHere



Summer's After-Party: Provincetown | Boston Spirit Magazine
 TravelSummer's After-Party: Provincetown By Staff - November 2, 2017 Share on Facebook Tweet on Twitter There's a particular beauty in the sunset, when the...
 BOSTONSPIRITMAGAZINE.COM Learn More

798 Reactions 11 Comments 35 Shares

