



**Town of Provincetown**  
**The Visitor Services Board**  
**Meeting Minutes – May 23, 2018, 3p.m.**  
**Town Hall, Judge Welsh Room**  
**260 Commercial Street, Provincetown, MA**

**Start Time: 3:03pm**

**Attending** – Rick Murray, Chair; Lesley Marchessault, Vice Chair; Jay Gurewitsch, At Large; Susan Avellar, Provincetown Chamber of Commerce; Robert Sanborn, At Large; Regina Cassidy, At Large, Women’s Innkeepers

**Absent:** Andrea Sawyer, At Large

**Staff:** Anthony Fuccillo, Director of Tourism; Nina McCormack, Assistant Director of Tourism

**Minutes:**

**1. Public Statements - Board members are not obligated to respond to public statements**

- Robin Lapidus, Executive Director of the Provincetown Business Guild (PBG)
- The PBG will be opening The Shack, a 501(c)(3), LGBTQ Welcome Center located at 115 Bradford Street during Pride and shared promotional materials with the VSB
- Pride – tickets are being sold; hotels are being book; and is promoting offers through businesses
- RL asked for promotional help through the Office of Tourism
- Ask for additional funding including money for Facebook ads

**2. Mayflower II Visit and Marine Event in 2020**

- AF attended the monthly Plymouth 400 Director’s meeting
- Mayflower (Plymouth Plantation) will be in Provincetown from May 27<sup>th</sup> through July 2 of 2020. There will be a marine event around it. We do not have any further information as of yet.
- Every other flag poles on the MacMillan Wharf will display the banner and community events
- AS asked if there is a cost for the Mayflower to come here? AF has not been informed of a budget yet. AS said she heard it will cost \$50,000.

**3. Grant Joint Meeting with VSB & BoS, May 29, 2018**

- The VSB is on the agenda with no time limit at 6pm
- Applications (digital link) along with spreadsheet with history and recommendation will be sent in the BofS packets. The VSB will also receive copies of the information.
- The shorter version of the Visitor’s Survey will be first on the VSB agenda
- RM asked AF for the allocations of budget from Town Meeting to review with the Select Board
- AF recapped about unallocated fund, and what took place at town meeting as well as policy about funds being reserved (\$350k).

**4. Tourism Director’s Report**

- a. Authorization of media placements, collateral, trade shows-- Tourism Director recommends media placements and collateral to promote and market Provincetown as a tourism destination, or town representation at trade shows. Other matters that may legally come before the Board not reasonably anticipated by the Chair 48 hours before the meeting. Discussion dependent. Motions may be made. Votes may be taken.
- Budget reflects:
    - **2018 \$40,500 Available** (no change since April 2, 2018)
    - **2019 \$222,000 Available** (as of April 17, 2018)
  - Cape Cod Chamber of Commerce Map

- AF showed a sample of the “official Cape Cod Street and Road Map”. The Office of Tourism has an advertisement on the front of the map and would like to run an ad again this year.
- The map is given to guest houses and hotels and this is the only full cape map available
- They are also sold for \$25 a pad for non-advertisers and the Tourism office receives a carton for free for placing an ad

**AF Recommended motion to authorize \$1,250 for Cape Cod Chamber of Commerce**

**Motion: SA**

**Second: JG**

**Motion approved 5-0; Motion Carries**

**Discussion:**

- AS stated that people do request a map at the Chamber and it’s hard to have regular maps. It’s good so they can figure out how to get to Martha’s vineyard from Provincetown. It’s a nice friendly thing to do.
  - JG asked of Red Thread will design the new ad? AF confirmed they will. AF stated that NL is happy with the map.
  - RM asked JG if he posted on Facebook about creating a map.
  - JG said he has customers who ask where things are. There are a dozen maps that cover bits and pieces but no full map with everything including bike racks. It would be great to give to tourists. It would be on the website and we can update it as we need to. People think the National Seashore is walkable but it’s not.
  - SA asked if there is a chip that can put in your phone (memory card)... how do we do it on paper though? It would be too much. I get the web part but with paper?
  - AF said that the paper version would only be municipal items with no personal businesses.
  - RM told JG the he should consider putting ideas on paper to the Chair to present to staff as opposed to Facebook.
  - JG responded that the purpose of the Facebook post to see what people thought
  - Mass cultural council
    - We received a grant of \$5,000 and we wanted to use it for signs and wayfinding. We have a matching grant and the VSB voted to match with the \$5,000. We can encumber it to FY19. AF has a meeting with the new Chair of the Council and they want to produce a map. It will include the arts and it will be a walking map but may include the bike. It’s in the infant stage.
  - Spark Group Campaign Update:
    - AF shared the campaign for report April 5– May 4, 2018
    - The first two weeks of the campaign were very strong out of the gate
    - We were prepared for the campaign to wane in the second two weeks but it remained just as strong. It is more successful than they expected and they like working with us due to the excitement of the campaign
  - Following is a recap of the first four weeks:
    - 1.7 million impressions combined on Facebook and Instagram
      1. Facebook: 1,300,000 Instagram: 381,800
    - 1,756 new page likes
    - 29,867 people like the Provincetown Facebook page
    - 28,416 people follow the Provincetown Facebook page
    - 29,570 Clicks through to website
    - 20,590 Outbound clicks from website to other linked Provincetown businesses
- Ad Performance:**
- LGBTQ 10,418
  - Family Friendly 4,349
  - Facebook users are interested in all website content
  - Instagram users are most interested in website events page and LGBTQ page, combined 59.5%
  - Majority of Facebook users who like the Provincetown also like other LGBTQ & Democratic pages

- Ages 35-54 were 50.5% of clicks
  - Ages 55-64 were 17.3% of clicks
  - Ages 18-34 were 25% of the clicks
- Total four week spend = \$7,601.59**

- AF stated that the Tourism office also continues to post on Facebook (separately from Sparks and there is hoot suite calendar for events and activities through the end of the year. The Tourism office also boosts posts which range from \$3 to \$10.
- An example is the Pride post. We have reached 15,000 people and 66% are LGBTQ or an ally.
- RM requested we suggest to NL that they switch out the photos so the 21-45 demographics are included
- RM suggested a new photo shoot
  - AF stated the staff has been discussing it already
  - RM asked if we needed funds and that we should be shooting photos between now and June 30<sup>th</sup>.
  - AF suggested making a motion to put money aside - \$5k? And the Tourism office will bring local photographers together.

**AF Recommended motion to authorize \$5,000 to hire photographer(s) through June 30, 2018**

**Motion: JG**

**Second:**

**Motion approved 5-0; Motion Carries**

**Discussion:**

- LM asked if we have to do an RFP or can it go through Red Thread. AF responded that it can go through Red Thread
- SA asked if we are constricted in having to place an advertisement or if it has to go out for bid. We should only do until the end of June and if that is successful then we can add on.
- BS said the concept is to be chronic to capture activities.
- LM stated that she will vote for this but I thought that would include photography within the creative budget with Red Thread.
- AF explained that Red Thread had \$30,000 a year for administrative and \$70,000 for creative. It didn't say specifically for photography – it said creative.

**5. Board Members' Statements—comments from Board members. Discussion dependent. Motions may be made. Votes may be taken.**

- SA - \$200k for pilgrim landing park – is the State paying for what is happening right now? Yes. RM – there is no plan on how the \$200k will be used yet. AF stated that once state finishes they will hand it over to the town. Put the DPW – on agenda for next meeting
- RC stated that we will be going into the joint meeting next week with everything the BofS asked for.
- JG offered congratulations on the long list. Glad there is interest in the Map ideas.
- BS is pleased with the Social media campaign and results. And asked if there is anything that the National Seashore will be doing for the beach. AF said he didn't know. JG asked if there is an article in Banner and will be doing something with the North parking lot.
- LM - none

**LM made a motion to approve the minutes.**

- SA replied she did not read them yet. Motion withdrawn.
- There will be a motion to approve the April 17, May 7, and May 23<sup>rd</sup> minutes at the June 4<sup>th</sup> meeting.

**Motion to Adjourn**

**Motion: LM**

**Second: JG**

**Motion Approved 5-0; Motion Carries**

**The Meeting was adjourned at 4:11p.m.**

Respectfully Submitted,

Nina McCormack  
Assistant Director of Tourism