



**Town of Provincetown**  
**The Visitor Services Board**  
**Meeting Minutes - Monday, April 17, 2018, 11:00 a.m.**  
**Town Hall, Judge Welsh Room**  
**260 Commercial Street, Provincetown, MA**

**Start Time: 3:00**

**Attending** – Rick Murray, Chair; Lesley Marchessault, Vice Chair; Jay Gurewitsch, At Large; Susan Avellar, Provincetown Chamber of Commerce; Robert Sanborn, At Large (via phone), Andrea Sawyer, At Large

**Absent:** Regina Cassidy, At Large, Women’s Innkeepers

**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**

- None

**2. Pilgrim Monument Update on Provincetown 400**

- David Weidner, Executive Director was introduced by RM.
- DW reviewed the time line of plans:
  - A “re-charge” meeting was held in December 2017
  - Jan/Feb 2018 the Board met to create a Task Force forum
  - Met with the Harbor Master and will be unveiling new flags with logo to promote the event
    - Will have 6 flags at the Harbor for the season and more around Town over time
- The first activity will be with the General Society of Mayflower decedents on September 12<sup>th</sup> and 13<sup>th</sup> of 2020. The event should bring about 1,550 decedents to town for a re-enactment, memorial service and lunch at the Monument. Mayflower decedents are keenly active in being part of the Provincetown story.
- The Task Force representatives are the Free Masons, Mashpee Wampanoag Tribe, the school district, harbor master, health services, police, chamber of commerce, the PBG, media and financial institutions, food, beverage and retail establishments, as well as Sara Peak and Julian Cyr (Ex officio capacity).
- The first meeting will be April 26, 2018 and then monthly. Minutes will be published after each meeting so the community knows what we are doing. Sub committees will be created where volunteers will be needed.
- One challenge will be having multiple groups who want to do activities and we hope to have a management structure with information and how things will fit on the calendar.
- PMPM will be participating with the State Commission for the 400 but there isn’t funding at the moment. The State is still figuring out what they want to do with their signature event.
- DW asked how the VSB would want to participate on the Task Force (or a staff member). DW also asked what the VSB wants to know and how often do they want to be informed.
- RM thanked DW and acknowledges that DW was put in a position with not a lot of resources. RM made public comments to the previous Executive Director that Provincetown is two to three years behind. RM stated that the VSB is an appointed Board by the Board of Selectmen so we are charged under their prevue so we are not in a position to say what we can or cannot do.
- RM asked if there was a fundraising plan in place for the 400? DW responded that there was not at this time.
- RM stated that the VSB have donated close to \$120,000 of room tax revenues for Provincetown 400.
- AF stated that to date there was \$60,000 to be used for the grant and only \$11,846 has been submitted for reimbursement by the past Executive Director. There is close to \$48,154 still available. AF had reached out to the President of the Board, who stated that they do not want to submit for any other reimbursement at that time.

#### VSB Comments:

- As a whole, the VSB wished DW the best but all were concerned about the timing and lack of funding.
- DW responded that he knows they can pull together an incredible event program for 2020 to the extent that was proposed by the previous administration. The Bas Relief renovation with their proposed growth of the Funicular project will create additional activity around the Bas Relief. They will pull together a set of activities that the town can subscribe to, bring visitors and additional tourism. DW has already made plans for the pilgrims coming to the monument. Events will start in the spring and there will be programs every month or every few weeks. Many will be tied to the Museum. John Jay Wooldridge is chairing the committee. PMPM will provide staff.
- JG suggested it might be useful to piggy back on the theme weeks – all of whom have massive following and all have budgets of their own. It would be great to work with them so events are not conflicting.
- RM said that the VSB allocated \$200,000 of unused VSB funds to fix the Rotary down at the Provincetown Inn. The Town didn't put anything on the warrant for this budget cycle.
- DW thanked the group.

### **3. Town Planner Introduction - Jeffrey Ribeiro**

- RM introduced Jeffrey Ribeiro, the Town Planner. Rm stated that JR is in a vital position to help with a comprehensive plan and the VSB can give him some ideas about what the reasoning is on how the VSB votes, and we all need to work together to make this Town work well from a municipal, and a Town staff point of view.
- JR thanked RM for inviting him and that he will also be presenting with other Boards. JR is a Certified Planner and has been working with the Cape Cod Commission on their regulatory team reviewing large development projects all across Cape Cod and has worked on housing planning with the Commission and with towns all across the Cape. As part of that Regulatory role they reviewed projects that recognized the importance of the tourism industry of Cape Cod. It is far and away the biggest sector, and the only other is healthcare. JR also worked under the Bryant Park Corporation in NYC that runs parks as well as 30 blocks in mid-town. They also had a robust visitor's services program.
- He has been working to assist the Regulatory Boards on getting up to speed and with all the projects currently under review as well as the items from Town meeting.
- His team will be working to reconstitute an ad hoc committee for the local comprehensive plan and rolling out an aggressive timeline. JR will visit all the departments and Boards and working groups around the Town. There is a new harbor plan, tourism survey, and conservation and health and recreation plan and they are hoping to weave it all together. And recognizing public engagement is also difficult. Business owners are pressed for time but we hope they hope to develop a robust set of engagement measures so they can participate in the process. We will come out with a usable document with clear goals and with graphics. We will develop a website and use all measure to engage. The recent Hazard Plan is another good example of the type of plan that we want to produce.

#### VSB Comments

- As a whole, the VSB wished JR the luck in his new position and that long term comprehensive planning is critical to our future.
- RM asked AF to send JR the preliminary report of the recent survey. The VSB and staff is funded by our tourists and we need to do anything we can to make sure that in the comprehensive plan, we have as many hotel rooms to rent as possible, with reasonable zoning regulations. We need to think about five years ahead. We want to partner with town staff so when it goes to the Board of Selectman, everyone is on the same page.

### **4. VSB Chair input on Survey and Social Media advertising**

- RM was hoping that the timeline would be a lot faster but the Town Manager wants to roll out the survey> RM will defer to town staff on the timing. RM noted that with all 10 thumbnails there was not one caption about a guest house or inns. RM stated that our income and the money that funds this Board and staff come from hotels and inns and we have to include them in our social media

immediately. And we must have gay men/women touching each other - a depiction of two people having dinner in a restaurant. Anything we can do to push Nadine and Red Thread into that direction would be great. RM also wants something on social media highlighting our hotels and Bed and Breakfast.

## 5. Tourism Director's Report

- The Tourism Department is closing down on the fiscal year 2018. According to the spread sheet, AF projects about \$33,000 that is not committed. The budget was approved at Town Meeting and there is \$400,000 committed for FY19 and a spread sheet will be created to inform the VSB what will be spent right off the top. For example, grants and matching grants, the Provincetown 400, etc. Then the balance is what the Office of Tourism and VSB has left to work with.
- AF shared some examples of the media placement and creative work including magazines with ads and advertorials. This is the 3<sup>rd</sup> year we have a full page ad in the Provincetown Cape Cod Travel Guide. The Guide is a national publication which is sold across the nation in bookstores, Walmart, CVS, and Costco.
- RM inquired why the font is different in "Provincetown" in the ads and asked if we will be using a consistent branding of the name Provincetown from here on, or will it be different types of fonts.
- AF responded that the Provincetown in script is used when the tag line "you belong here" is being used. The ad RM is referring to is a different font because it relates to a series of ads that were already created. The ad in the LGBT publication has a rainbow banner and the ones in non-LGBT publications have a solid banner. Provincetown - You Belong Here is a campaign.
- RM also asked if there will be some sort of consistency with advertising?
- RM suggested that we are consistent with "Provincetown - You Belong Here" and just change the colors. RM asked that we give the feedback back to Red Thread and commented that if we are going to be investing hundreds of thousands of dollars, we should be consistent.
- AF stated that he feels that Red Thread is still trying to find the right look and feel that they think is going to work and they are testing and trying a lot of different things.
- AF stated that Nadine will attend the May 7<sup>th</sup> meeting.
- Note: BS can't see the ads (he is on the phone)

## Calendar of Events

- The Office of Tourism shared the VSB recommendations with Red Thread and we are waiting for the changes.

## Social Media and Media Buy

- AF stated that the social media campaign currently in place is part of the Media Buy. The process was through Red thread and Spark Group (the media buyer). Research was gathered in March for the information they needed in order to put together the campaign. They suggest spending \$4,000 on Facebook, \$3,000 on Instagram and \$3,000 on influencers for a total of \$10,000. The VSB had received the thumbnails of the ads. The discovery began on February 26<sup>th</sup> and the Sparks Group received the brand guidelines and assets on March 7<sup>th</sup> and the creative was received at the Office of Tourism on March 28. The Tourism office reviewed it with Red Thread and requested some edits which were approved on April 3. The campaign launched on April 7<sup>th</sup>.
- AF stated that we have not received reporting from Red Thread or Spark Group as of yet, so he put a report together so the VSB can get the feeling of the success. The pending deliverables are the influencers, which the Office of Tourism hasn't seen yet; the display ad campaign schedule is being worked on; and we will get the analytics from Sparks Group through Red Thread.
- AF had pulled screen shots from Facebook which is where most of the activity happened in the campaign. AF reviewed a chart from the Director's report. The majority of "likes" were the ads placed, and our page posts. There were some "un-likes." In a one week period we gained 620 "likes". The Provincetown Tourism Facebook page is now at 28,684, which is very strong.

- RM stated that we should give the report to the Town Manager to give to the Board of Selectmen. RM inquired if all reports need to run through the town manager before it is presented to the VSB. AF stated that things like analytics should be ok to review with VSB but it depends on the materials.
- LM questioned where the \$10,000 came from in the budget and if it is under the Social Media category? And should we be adding that number to the projected or committed line? And are the influencers included in the social media category? AF responded that they are social media influencers and that we pay the influencers who visit Provincetown, and they post live to create activity on our page. The money is rolled in to the budget of \$75,000 for the whole campaign. Social media got folded into Digital Print influencers. There is a \$0 in the projected column and AF will add the words “social media” on the next report.
- AF stated that for gender and age, in general, it appears that more women are on our Facebook page (but it is not that far away from the male). And the age of real activity is 25 to 64. The younger category 18-24, most are on Instagram.
- RM stated that the results in the graph are parallel to the survey.

**(SA has arrived at 3:51)**

- AF noted that during this campaign less than 20% are viewing the page on a desk top computer, they are viewing it on a hand-held devices. The Instagram campaign ran at the same time. We only have Facebook results at this time. We have had success in posting and boosting but even more with a media buyer.
- “Shares” and other things don’t show in this report. Paid suggestions are other people suggesting to other Facebook members to “like” the ad/page. This is just one week of the \$10,000 spending. Post reach paid vs. organic shows that paid reach from April 5-April 12, 250,218 people were reached and the organic reached 14,450 people. So for the week we reached 267,671 people total.
- AF met an influencer on a panel at a CMI conference. He recently contacted AF and wants to come to Provincetown. There is at no financial cost and only accommodations will be provided by the Tourism Office. The influencer is known as Two Bad Tourists. He has 150,000 followers. Two bad tourists are two gay men, and his followers are 65% are men and 35% are women and not all are LGBTQ. AF showed screen shots from their website which has over 50,000 hits. When they are here, they will be doing live social media and live video to show on their social media platforms. Three weeks after, they then write a story on their blog about their visit. AF stated that they will be here June 8<sup>th</sup> through June 11<sup>th</sup>. SA asked if they are going from place to place which may give them a better way to express the different levels of income in each place they stay.
- SA asked if AF has noticed any negativity on the blog. AF stated that he has not seen any and they do have advertisers. The feedback AF has seen has all been positive and that even Facebook is a blog and is shared. JG stated that Two Bad Tourists is really upbeat.
- LM inquired where they will be going for FAM trip (FAM trip is a familiarization, a term used in the travel industry and it is an emersion into the area). AF responded that they will get a tour of the town and need free admission to places. RM suggested that they need to have a spiced up experience (not the traditional tour stuff).
- AF stated that MOTT, working with the Provincetown Chamber and the Office of Tourism, are bringing 13 people coming from DNE for a one night trip. They are on a five day FAM trip to various locations.

**Trade Show Displays**

- Waiting for quotes from Formax Printing, Forerunner Signs and Graphics, and Orbus Tradeshow Displays.

**Communications**

- Red thread will have a progress report on deliverables and will be shared at the next VSB meeting on May 7<sup>th</sup>

#### Visitor Survey:

- Red Thread is working on a presentation with MTI Marketing Services and was not ready for today's meeting. We anticipate having the presentation within the next two weeks. A presentation has been scheduled for the VSB meeting on May 7<sup>th</sup>
- The Visitor Survey Presentation and the complete 102 page Visitor Survey document will be included in the VSB meeting packet on May 3<sup>rd</sup>
- AF stated there would be 10-15 slides from the survey presentation highlighting and sharing the most important information including an analysis and recommendations.

#### Stakeholder's Survey

- AF said the Stakeholder survey is in process and will go out this week. It will go to the business owners. The Board of Selectmen wanted information on the zip codes along with things we need for future marketing campaigns and strategies. The Prospect Survey will be the next step once the Business Owner's survey is completed.
- JG asked if the data we are collecting from the business survey will be used for the prospect survey. FB and Instagram is neutral and may be helpful with the prospect survey. AF responded that we can utilize Facebook RM suggested the Spark Group talk to MTI. AF stated that is was a good point and we will ask them.

#### Tourism Marketing Program

- There will be a joint meeting with both the Board of Selectmen and the VSB on May 29<sup>th</sup> to discuss the grants and vote. The meeting is at 6pm but it may be moved to 5pm so we have a full hour outside the Board of Selectmen meeting.
- The \$167,300 that was recommended by the VSB will be reviewed and discussed. Grants include a matching \$20,000 co-op grant for the Chamber of Commerce and Business Guild, and five Institutional grants for \$5,000 each - Center for Coastal Studies, Fine Arts Work Center, Pilgrim Monument and Provincetown Museum, Provincetown Art Association and Museum, Provincetown Theater. A \$15,000 Marketing Grant to Provincetown 400 for marketing and promotion of the Provincetown 400 Commemoration. This will be the fifth installment over fiscal years 2015-2019 totaling \$75,000. The Provincetown 400 has not been using the funds. There was \$75,000 granted to Provincetown 400 at \$15,000 per year. To date, they only used \$11,846.
- RM asked if the allocated VSB funds can be added to the agenda. AF stated that the Board of Selectmen Chair sets the agenda and will ask but I want to be sure we have time to discuss the grants. AF stated that he will be working with the director of finance and we will have a report as to what has come in/out of the fund. It will also state what has been voted along with other activities. RM asked for an update by the end of May so the VSB can make recommendations.
- AS inquired as to when they could speak to the Board of Selectmen if it doesn't happen at the May 29<sup>th</sup> meeting. AF responded that VSB can request a meeting with them. RM agreed that the VSB can make a suggested item at any time.

#### Media Placement & Activity

- **AF requested a Motion for computer equipment in the amount of \$ 449.16 and the funds are available in the Coordination and Support budget**  
**Motion JG      Second LM      Motion carries – 6-0**
- RM asked if money can be allocated to Provincetown 400 for Banners. AF reminded the VSB that they still have funding available in their grant. RM suggests the flags be placed at the fire station; pier; and Ryder street. SA suggested the rail by the bathrooms and harbor master's office on the pier.

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

- JG is happy to see that Provincetown 400 is starting to move forward. Feels the VSB is constantly waiting for reports from Red Thread so was happy with AF's report.

- BS wants to underscore that we need to develop a targeted campaign to promote the guest houses and inns within the Social Media Campaign.
- LM – none
- AS has sold advertising in her past and is concerned about the lack of consistency across the board. Feels we are not branding ourselves consistently or strongly. It doesn't fit the same pattern and it is too generic. 14 of the 19 thumbnails use "Ptown" and I thought we agreed to use Provincetown. AF responded that it is an endearing term that visitors like and it works in marketing. Those who live in town use Provincetown but most visitors use Ptown. SA stated that we should announce ourselves as Provincetown. (Regarding photos) are repetitive.
- SA shared new about the war plaques and that Provincetown has 7 confirmed with 4 more under investigation, out of 30,000. When the history of revolutionary war was written by Barnstable County they said Provincetown had none and it needs to be re-written.
- SA – discussed Article 26 from the Town meeting stating that she thinks the VSB and BofS should work together and discuss their concerns regarding the structure of the VSB
- RM realized that we don't have a lot of photos but they need to be broad based. We have a large segment of our population that is Gay and Lesbian and once we review survey results we can target marketing. RM doesn't think the ads represent Provincetown but thinks it was a good start.

**Motion to approve the Minutes from April 2, 2018 VSB Meeting**

**Motion: AS**

**Second: JG**

**Motion approved 6-0; Motion Carries**

Note: Change the term when a Board member leaves for a conversation or vote to: Recused

**Motion to Adjourn**

**Motion: JG**

**Second: LM**

**Motion Approved 6-0; Motion Carries**

**The Meeting was adjourned at 4:55 p.m.**

Respectfully Submitted,

Nina McCormack  
Assistant Director of Tourism