

Meeting Agenda

The Visitor Services Board will hold a meeting on **Monday September 17, 2018 at 3:00 pm** at Town Hall, Judge Welsh Room, 260 Commercial Street, Provincetown, MA.

Agenda:

1. Public Statements - Five minutes maximum. Board members are not obligated to respond to public statements.
2. Review timeline of deliverables that we mapped out from last fall 2017 to present
3. Discussion of short term goals and game plan from 10/1 -4/1/19 with consultation with Nadine and her 'team'
4. Goal for new tourism website launch.
5. Tourism Department 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.

Media Placement & Activity:

<u>Publication/Project</u>	<u>Purpose</u>	<u>Up To/Amount</u>
• Boston Spirit Magazine	FY'19 ad buy	6,100
• Bird's Eye View	Holiday/Winter issue	650
• Cape Cod Travel Guide	2019 Annual National Issue	3,750
• Destinations Magazine	Jan/Feb Group Travel	2,410
• NewEngland.com	Fall/Spring Sponsored Content	7,600
• CapeCod.com	Fall Sponsored Content & Ads	2,170
• Outfront Media	Five Billboards Oct-Dec	9,400
• Digital Ad Space Buy	Social Media & Digital Display	31,000

Tourism Administration:

<u>Organization / Project</u>	<u>Purpose</u>	<u>Up To/Amount</u>
None		

6. Board Members' Statements—comments from Board members. Discussion dependent. Motions may be made. Votes may be taken.
7. Approval of Minutes from 8/6/18 VSB meeting