



Town of Provincetown
The Visitor Services Board
Meeting Minutes – June 18, 2018, 3 p.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA

Start Time:

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; 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

Robin Lapidus, Executive Director, Provincetown Business Guild

- Pleased to report that Pride was successful. We were called the San Francisco of the East Coast! All media - TV, radio, print and online were positive results.
- We will hold another Pride in 2019.
- We were included in Pride Round-ups. There are 372 Prides in our and other countries
- PBG will look at the events and especially the ferry... they had to add additional boats. Hotels had an impact. They were not completely sold out but got close. It will be better year over year.
- RL stated she will share the press info with the VSB and Tourism Department
- There was advertising and marketing on Facebook. There were some negative comments. RL said she would share results so we have an understanding of responses. Let's have collaborative conversations on advertising.

2. Bill Docker, Chair, Provincetown Public Landscape Committee

Recap of FY2018 and discuss plans for FY19 "grant" from the Tourism Beautification/Public Landscaping Funds

- BD passed out copies of accomplishments and the year ahead
 - Highlights included: Purchase and Installation of 40 Self-watering planters; Bas Relief Lawn reseeded; Increased community outreach via Facebook Ptown Gardens Page; Native Plant Horticulturalist David Geiger will be working with Pilgrims First Landing Park; The Select Board has approved the Aids Memorial Hardscaping plan; John Krajovic is the Bas Relief Liaison; and COA-PLC volunteers this year were Michelle Haynes, Chris Asslin, Ian Karns, Nancyann Meads
- BD reviewed the PLC member and term limits
- Future plans and discussions include: Bust Stop Park and MPL Gateway Access design; Pilgrims First Landing Park; Town Planner Community Planning Initiative; PLC role and funding, Public Space Design Standards
- Finances: Balance in General Fund: \$1,863; Balance in Gift Fund: \$9,822
 - Expenditures this past year – Approximate \$8,000
 - Planters, soil, Fertilizer and Mulch; Architect services and plant materials.
- Glad we have more volunteers than ever. Thanks to all.

VSB Comments and Questions:

SA is pleased about the native planting. Preservation is also interested in Native planting.

RC – Public landscaping and beautification is the same committee. They changed their name to Public Landscaping. RC will attend their CPI meeting tomorrow.

AS – Happy about the Gateway access area and asked what else will you be doing beside the planters? BD responded that they will use planters (40) so a visual site line is created. The DPW is working with them so visitors will have an impactful experience of cohesiveness.

LM – This was fantastic. Love the idea of Gateway Park

BS – I'll echo what everyone else and Town looks great.

JG asked if some of the \$200,000 from the Tourism fund will go towards Pilgrims Landing. BD responded that he doesn't think it will but the process goes through DPW channels

BD also mentioned that there is a meeting at 6pm at VMCC to discuss putting a round-about at Shank Painter and invited the VSB to attend the meeting.

3. Recap of Red Thread Productions summer strategy and progression, and photographers

AF called the group to page 6 - New plans for FY19

- The Spark Group will do a full analysis of the Social Media Campaign so feedback can be reviewed
- We are launching a summer campaign of six to eight pictures/advertisements that scroll and bring you to the Tourism website. The ads are about entertainment and activities this summer.
- Sarah Funk is a Travel Blogger/influencer and is coming to cover the Portuguese Festival; Food and Drinks and how to get to Provincetown.
- Photographers – The Tourism Department is working with Red Thread. We are estimating \$1000 per photographer for 30 images. People who photographed women's event and pride
- Influencers – There will be more this summer but it may be earlier in the week
- The VSB asked questions regarding the Influencers:

RM – Asked if Red Thread put this Sara Funk together? Tony responded that they did.

RM stated that hotels need to be highlighted so room tax revenue is highlighted. This should be number one.

AF responded that the summer influencers will be able to talk about their hotels but it's hard when we can't show the name of the Inns.

RM suggested that AF work on how to coordinate the strategy to work with Provincetown Chamber of Commerce and the PBG in order to keep costs down. There should be a collaborative process and everyone at the table including Red Thread

RC asked if the lodging in July/August is completed? AF responded when possible they are. RC suggested that we pay for rooms if we have to. Red Thread also agrees but then it should be on a Monday or Tuesday night.

RM asked how many Influencers are coming and AF responded that there will be six Influencers that cover different aspects.

RM asked the VSB if they should put money from the \$34,000 (grant money) for this effort and would anyone want to make a motion. All VSB said no.

JG mentioned that he has not seen the list of influencers. AF stated that we had previously reviewed them with the VSB and will send them to him.

JG asked if we can highlight retail. Not just night time activities.

AS also asked about the Arts and feels we are promoting club type events

AF – stated that the plan it includes all entertainment... including arts. And we just ran a successful campaign that included art.

JG stated that people routinely say they come to town for the shopping

RM stated that shopping does get neglected and we should keep advertising it on the radio

4. Website RFP update

- Held until Director's Report

5. Flags across Commercial street for summer events

- A discussion was held about options for flags and banners hung on Commercial Street:
RM stated that many new homeowners do not want hooks in their property so there is a change on flags across the street. But flags were installed on most of the street signs. The Provincetown Film Festival hung banners outside of businesses.

JG suggested that businesses buy a flag at the store or at the Chamber of Commerce and hang them at their stores.

SA stated that she has been hanging flags for 21 years. But her Portuguese friend does not like the flags and she prefers seeing the open vista of the town.

RS feels it has changed, and sadly in his view because it seems that something is missing. RS has seen photos on Facebook with the banners and now when he walks down Commercial Street, the flags on the street signs don't do the same thing. RS loves the idea of businesses hanging them. RS asked RL if the PBG will hang flags.

RL stated that she admires SA's years of climbing up ladders but she won't do that. The PBG has been able to hire someone to hang banners. There are challenges with our member businesses who want to sell their events as opposed to decorations. The PBG approach is to do a thorough analysis and ask the businesses what kind of banner they want - decorative or business. We feel compelled to use the Pride flags but we want commercial visibility too. RL feels the Pride flags are best but businesses are not happy that they can't hang their store banners. RL stated that she is interested in sharing the expense of street fixtures, and PBG is "on the hook" for winter flag banners. Do we share the cost? Or does the Town pay for them?

RM asked RL for a status report by July 16th.

RL stated that their event banners go up and are taken down after the event. SA stated that the brackets on the signs will remain. SA stated that the PBG should give us a request for poles before carnival and we can review it and see if there are funds.

LM stated that the initial idea was to have the flags attached to the particular business and how is the plan being adjusted. RL stated that the expense was the holster for the flag.

6. 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.
- AF reviewed the status of the chart of the Tourism fund

VSB FY 2018 TOURISM FUND	BUDGET		COMMENTS
Revised June 4, 2018			
Marketing Fund Balance 6/30/17	25,074		Encumbered not yet committed
Marketing Fund Budget 2018	380,000		
Unused PCC Grant funds	4,707		roll back from 2017 into 2018
Unused Spring 2017 Radio	5,066		roll back from 2017 into 2018
Available Marketing Funds 2018	414,837		
COMMITTED/BUDGET DOLLARS			COMMENTS
Matching Institutional Co-op Grants	25,000		
Provincetown 400 Grant	15,000		
Matching Co-op Grant Chamber	20,000		
Matching Co-op Grant Guild	20,000		
Communications Agency - Red Thread	38,000		\$3,166.67 monthly
Graphics & Creative Materials - Red Thread	70,000		Annual agreement up to \$70K
Red Thread Travel for Discovery Meetings	1,276		May 1,2,3 Discovery Meeting Travel Expenses
Fiscal 2018 Radio	30,000		Jan thru December reaching 5 counties
LGBT Expo Travel & Shipping	1,500		MOTT & Cape Cod Chamber Project
Trifold Calendar Brochure	750		2017 Fall Winter Calendar of Events
New York Times Travel Show (pending final)	8,420		plus travel, media, shipping, electric
Clear Channel	13,750		Billboards
Bird's Eye View	3,900		6 half page ads
Boston Spirit Magazine	6,100		2 page spread and 2 half page ads
PBG Illumination Flags	6,000		Fall Winter Season Flags
Destinations	2,500		Group Travel Tour Operator Publication
Cape Cod Travel Guide	3,750		full page ad next to table of contents
Cape Cod Chamber of Commerce	295		Membership dues
Ptownie	2,000		First Light
American Bus Association	550		Membership dues
New England Tourism Center	2,239		Visitor Center Toronto & 9 Trade Shows
ICLTA	825		Membership dues
Media Buy Digital Ad Placement	75,000		Red Thread Partner-Sparks Group up to 75K
HotSpots Magazine	10,763		CY 2018 Campaign and Ptown Issue
Hartford Magazine	1,700		Ad and Consumer Trade Show
Discover New England	2,000		Sponsorship with PCC&PBG \$500 each
Trifold Calendar Brochure	750		2018 Calendar of Events
Gatefold Calendar Brochure	1,975		2018 Calendar of Events 2nd printing
Tourism Website	10,000		Up to \$10K toward website development
Greater Boston Concierge Association	275		
Cape Cod Chamber of Commerce Map	1,250		1/3 pannel ad on map
Photography	5,000		Red Thread to build photo library
Total Committed/Budget Dollars	380,567		
Available Funds	34,270		

- Website Update – we are waiting for the proposals from the Town manager’s office
- Visitor Business Survey

A budget was previously put aside for surveys and Red Thread would like MTI to package the survey. The motion is not for funds it’s to move ahead.

RS made a motion to move ahead with working with MTI

2nd by LM

All approved – 6-0

- All grantees have received their FY19 letters and approvals
- AF stated that Afterglow has requested pre-disbursement of their funds. And asked if we need to make a motion. **Discussion:**

JG stated that he was in conversation with afterglow and RM stated that the VSB members should always refer conversations to the staff and not answer private emails either. Always refer to staff or Town Manager JG agreed.

SA stated that she would vote no if a motion were made

RC agreed

AW stated that since a procedure is in place and they would be reimbursed quickly, she would vote no.

LM stated that the VSB would no longer be allowing predisbursement

RS asked if Afterglow was told they can’t do it this year

AF stated that they were but they were not happy about it

JG stated that if they have spent money towards the September event they can submit and get paid quickly. This is the process that everyone follows.

RM stated that for full disclosure, he received an email from Afterglow which he forwarded to Staff and Town Manager. Should we have a motion to not allow pre-disbursement?

LM also received an email from Afterglow and is not comfortable making a motion

AW also received emails from Afterglow. She did not respond to them.

RS also received emails from Afterglow. But policy is policy and we are sticking to the policy.

- The Cooperative Matching Grants were approved by the Select Board, 4-1(no).
 - They discussed the disparity between the Provincetown Chamber of Commerce and the Provincetown Business Guild. The Chamber does not utilize all the funds each year.
 - AF stated that the Tourism Department is reviewing the process and will present their recommendations to the Select Board at the July 9th meeting. The Select Board stated that this will not be a joint meeting with the VSB.
 - RM – I was at the Select Board meeting and was in agreement. Suggested the VSB needs to also change the legislation and also include the current process and how to improve it. We are here to promote tourism and need to help our partners do this.
 - SA was also at the meeting and stated that the Select Board was curious on why there was such a discrepancy. And they were curious about the other grants (Institutional Matching Grants) that were given out at the same time. Feels it is a valid question.

AF – leaves to attend a previously scheduled meeting out of Town at 4:03 p.m.

- LM suggested that the VSB could see the presentation before it is sent to the Select Board for feedback but it is not necessary. LM would like an opportunity to have a straight conversation with the Select Board grant process. A lot of the opinions from both Boards come from a lack of understanding each other. We communicate in chunks but we should have a direct conversation to make sure we are all on the same page.

- NM suggested a review and training of the process before the next round of applications. LM agreed that a review of our strategies on how we review applications would be a good idea
- NM stated that the important area is to put the process of procedures in place.
- RM attended the Select Board meeting and was pleased that they said that was the best information they ever had. Let's keep the communication going.

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

- RS felt Town is filled with people in the streets and the Film Festival went well. Restaurant owners said they were very busy.
- JG – no comment
- SA stated that she was out of town but when she returned she noticed town was busy. SA feels other departments get reviewed on how funds are disbursed and the VSB should get as well.
- RM stated that the tourism brings in over 2 million dollars and the Fund only get 35%. We should change the amount back to 45%.
- RS stated that we actually get less because of supplemental disbursements.
- AS –volunteered at the Provincetown Film Festival and people who are here for the first time were blown away. It was a good festival. I made a point of engaging and many said they would come back and visit again. Felt the town looked good and was well organized. And three galleries owners had record sales! Very exciting!
- LM feels the same as RS and AS – congrats to the film festival
- RM – nothing

Motion to approve the Minutes from June 4, 2018 VSB Meeting

Motion: RS

Second: AS

Motion approved 6-0; Motion Carries

Motion to Adjourn

Motion: AS

Second: RS

Motion Approved 6-0; Motion Carries

The Meeting was adjourned at 4:21 p.m.

Respectfully Submitted,

Nina McCormack
Assistant Director of Tourism