

Meeting Agenda – Revised (3/24/20)

The Visitor Services Board will hold a public meeting on **Thursday, March 26, 2020 at 3:00 PM**

NOTE: THIS IS A REMOTE PARTICIPATION MEETING

Pursuant to Governor Baker's March 12, 2020 Order Suspending Certain Provisions of the Open Meeting Law, G.L. c. 30A, §18, and the Governor's March 15, 2020 Order imposing strict limitation on the number of people that may gather in one place, this meeting of the Provincetown Visitor Services Board will be conducted via remote participation to the greatest extent possible. Specific information and the general guidelines for remote participation by members of the public and/or parties with a right and/or requirement to attend this meeting can be found on the Provincetown website, at <https://www.provincetown-ma.gov/>. For this meeting, members of the public who wish to watch/listen and participate in the meeting may do so in the following manner:

1. Watch on PTV GOV Channel 18, as well as an online livestream of PTV GOV at <http://www.provincetowntv.org/watch.html>
2. To listen and participate in this meeting, dial **(833) 579-7589**. When prompted, enter the following Conference ID number: **125 552 043#**. When prompted, state your name, then press #.
 - Keep your phone muted at all times when not talking
 - Do not use speakerphone
 - Do not use Bluetooth devices
 - Mute all background noises
 - Mute PTV on the television or computer and use only the phone audio
 - Please do not speak until the chair or the meeting moderator asks for public comments or questions.

No in-person attendance of members of the public will be permitted, but every effort will be made to ensure that the public can adequately access the proceedings in real time, via technological means. In the event that we are unable to do so, despite best efforts, we will post on the Provincetown website an audio or video recording or other comprehensive record of proceedings as soon as possible after the meeting.

Agenda

Public Hearing

Call to Order

Expenditure of Town Funds Articles recommended by the VSB

In accordance with §2-3-g of the Provincetown Charter, review Town Meeting Warrant Articles recommended by Visitor Services Board

1. VSB review of Town Meeting Warrant Articles

Article 33. Expenditures from the Tourism Fund. To see if the Town will vote to transfer from the Tourism Fund the sum of \$840,000 to be expended under the direction of the Select Board and the

Visitor Services Board to fund the following expenditures which market, beautify or enhance tourism in Provincetown pursuant to Chapter 178 of the Acts of 1996:

1. \$160,000 for coordination/support of the Visitor Services Board and the Tourism Department, and costs related thereto;
2. \$450,000 for marketing, and costs related thereto;
3. \$50,000 for municipal projects, and costs related thereto;
4. \$170,000 for tourism grants, and costs related thereto;
5. \$10,000 for Beautification Committee, and costs related thereto; or to take any other action relative thereto.

[Requested by the Select Board and the Visitor Services Board] Explanation of Article 33: This article transfers \$840,000 from the Tourism Fund to cover the costs associated with the Tourism Office pursuant to the Five-Year Financial Plan for Tourism Fund Expenditures proposed by the Visitor Services Board and approved by the Select Board each year. Tourism funds are generated by 35% of the room occupancy tax.

VSB discussions on the articles on the Town Meeting Warrant members feel the Board should/are in favor of or opposed. Motions may be made. Votes may be taken.

Recommend motion to recommend article 33 of the Town Meeting Warrant of \$840,000 for the FY21 expenditures from the Tourism fund.

- **Close Public Hearing**

VSB Meeting – Call to Order

1. Public Statements – 3-minute maximum. Board members do not respond to public statements
2. Advertising Campaign Strategy (Red Thread Productions and Tourism Dept.)
3. Communications Agency Transition
 - Public Relations Agency Update
 - Digital Media Agency Update
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.
5. Board Members' Statements—comments from Board members. Discussion dependent. Motions may be made. Votes may be taken.

Media Placement & Activity:

Publication/Project	Purpose	Meeting Notice Up To/Amount
Digital Marketing	Messaging	\$30,000

Tourism Administration:

Organization/ Project	Purpose	Up To/Amount
IGLTA	Membership	\$925.00
Digital Marketing Firm	Contracted Services & Fees	\$50,000
PR Agency	Contracted Services & Fees	\$45,000
Bellweather Maintenance Contract	Monthly Fee	\$2,550

6. Approval of Minutes from January 6, 2020, December 16, 2019

Posted by the Town Clerk: www.provincetown-ma.gov, 3/23/2020 12:00 pm dv
 REVISED: 3/25/2020 9:15 am dv