



**Town of Provincetown
The Visitor Services Board
August 11, 2020, 1:00 p.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA**

The Visitor Services Board: Jay Gurewitsch, Chair; Regina Cassidy, Vice Chair; David Burbank, Clerk; Susan Avellar; Andrea Sawyer; David Wilson; Stephen Hooper.

Attending – Jay Gurewitsch, Chair; Regina Cassidy, Vice Chair; David Burbank, Clerk; David Wilson; Stephen Hooper
Absent: Susan Avellar

Staff: Anthony Fuccillo, Director of Tourism; Nina Cantor, Assistant Director of Tourism

JG – 1 p.m. - Call to Order

AF as moderator:

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: **365 537 739#**. 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.

1. Public Statements

Robert Sanborn, Executive Director, Provincetown Business Guild (PBG)

- This year’s Carnival is named “Forever Provincetown Carnival 2020 - a virtual experience.” 30% will be live and 70% is recorded. We hope it will go viral. It will be on Facebook live and YouTube and will have links to share from 7pm to 8:30. The official pre-party virtual carnival Tea Dance will be from 5 to 7pm. The Crown will also do a virtual party on August 16th. We will have a presence but it’s important for branding and promotion. There will be no large scale events.



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Radu Luca, Executive Director, Provincetown Chamber of Commerce

- We are working with partners to come up with a fall survey.
- The Chamber and the parking department had a meeting on how to safely welcome busses and scheduling. There are plans to welcome in motor coaches in 2021.
- The Board of Directors are in favor of the housing project which is for workforce housing, studios for artists and it's a long term commitment to Provincetown.

2. Director's Report

- NC reviewed the recent set of ads created by MultiView. A link was sent to each VSB member in advance.
 - AF and I are happy with the new ads and look.
 - Ads are diverse
 - All ads state to wear a mask
- RC asked why we don't see the ads on our personal social media pages.
 - NC - We don't see the ads since they are target to people not associated with Provincetown
 - When you do a search for Provincetown, afterwards, ads will start to appear on sites you visit such as CNN or the New York Times. And the same for social media.
 - AF – MultiView is being very efficient with their targeting.
 - JG – you can target specific zip codes on Facebook. Duplications are eliminated so if you are a resident, you may not see our ads. Unless you go to google and start searching.
- AS stated that two of the ads don't say "wear a mask" NC – The two ads are not inviting people to visit Provincetown, they are asking viewers to like the Tourism Facebook page.
- SH - It's a huge step forward. I like the diversity – younger people. We should have more nature.

Website

- NC – The new website shows a large increase of new users compared to last year.
- Bounce rates are low as people are staying on the site longer.

Digital Display

- JG – July engagement under digital display reads there is a 15% bounce rate. The report reads that there is it 12 seconds? There was a lower traffic but line 7 reads there are only 10 sessions with the average of 12 seconds?
- AF - In July we had a very small budget compared to June so that would also affect the numbers. Display ads have not always been consistent with Spark (they focused on Facebook)
- SH – Top 25 Popular pages – I was happy to see #4 related to LGBTQ. Is this based on the landing page and then where they bounce to? AF – all ads go to the home page and then bounce to another page.
- JG asked SH what he would like to see on the page. SH - We need to keep people engaged. In my perspective it is really straight which is fine but we need to keep the LBGBTQ in the forefront.
- JG – messaging happens in the advertising to get people interested and we still need people this year too. We need to make sure the message is in the advertising
- SH – Younger consumers – the engagement by gender is higher by women than men. When couples come, the woman makes the reservations.

Public Relations

- JG shared there will be an article on Provincetown in Travel & Leisure. The story was arranged through the Tourism departments PR team – ConranPR.



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- AF - it's a story for next summer and they now moved it to the spring. They sent a journalist to do research for 4 days. A photographer will come in the near future. Very exciting and we have been getting great leads through Conran.

Tourism Administration

Public Hearing

- The Town Meeting will be held on September 21, 2020. The VSB will hold a Public Meeting on September 8, 2020 at the beginning of the regularly scheduled meeting and after the Warrant is released.

3. Board Statements

- JG – Words have consequences – The power of words for good and ill. As an adult – I am strongly opinionated. I ask hard questions. I believe we all benefit. The VSB has successfully navigated through a rough time. But some people in town have attacked me. Mostly from Social Media. I care when people attack my neighbors, friends and board members. Mixed in with the attacks was snide attacks on the VSB. I have helped the best I can. I'm done. Think hard what to do with the grant programs. Events may take years to come back. It's been a joy to work with you. This Town owes an enormous debt to Tony and Nina. I leave you in capable hands.
- RC – I am speechless and I am sorry for what you went through. I know how much you care. You have done a lot. I'm proud of what you have done. Thank you.
- AS – I'm right there with Regina. I'm upset for you and for our Town. Thank you for your work the past few months. We will be just fine but I am not happy to do it without you. This relationship has been wonderful and you will be missed. Thank you for your honesty.
- DB – Thank you for bringing me on the Board it's been a great opportunity to start to become a part of the community. I look forward to your continued support for the VSB and Town and you have been helpful and getting so much accomplished. I look forward to you sharing your knowledge during this transition.
- DW – JG invited me to join this board and you have been a mentor. You represent the kind of person we need in this town. You obviously need a break and I will keep you close to us.
- SH – You have strong passion. To your point, you are leaving it in good shape. Town is a place I love but there is a side that is vicious. People can be brutal and nasty. Social Media is just too vile. I will do my hardest to represent the PBG members.

Staff Statements:

- TF – thank you for all you have done with your guidance.
- NC – Thank you for all of your support and guidance.
- JG – RC will be Acting Chair until next meeting.
- AF – it needs to be on the agenda and I will confirm with the Town Clerk
- JG – There is an at-large seat open. Look in your circles to see who has a background in marketing. Work your networks. Ask them to apply.

Motion to adjourn at 1:58

Motion: JG 2nd – AS Vote: 5-0-0

Respectfully Submitted,

Nina Cantor
Assistant Director of Tourism