



**Town of Provincetown
The Visitor Services Board
January 12, 2021, 1:00 p.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA**

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

Attending: David Burbank, Chair; Regina Cassidy, Vice Chair; David Wilson, Clerk; Susan Avellar; Stephen Hooper; Erik Borg

Absent: Andrea Sawyer

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

RC – 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.

Agenda:

1. Public Statements (Limited to 3 minutes, VSB does not respond to public statements)

Radu Luca, Executive Director, Provincetown Chamber of Commerce

- PPT opened the application process and we hope anyone who received a decrease to submit an application. Open through mid-march or until funds are exhausted.
- Public webinar for Stellwagen at 7pm on Wednesday. Please register.



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Bob Sanborn, Executive Director, Provincetown Business Guild

- Happy New Year and congrats on 5-year plan. My outlook is a bit of a pendulum, I know it will be better but the pandemic is surging and vaccine is slow.
- We are hearing to hear communications from producers. Film festival will leverage the Wellfleet drive-in and small gatherings in Ptown. Ptown Bears is not hosting any official events. Vacaya has rented 100 rooms in June. Pride in June – repaint the sidewalks and sashay in town. One area the VSB could be helpful is to encourage the town to relax zoning for outdoor dining options and small events.

2. Brian Sarr - Effectv Presentation

- AF – Brian has been working with us to discuss an opportunity use our promotional video with Comcast/EffectTV.
- BS – We were able to do research using a Neilson product to see who is visiting from MA and what counties. We are geotargeting on where the promotional video will be seen. Middlesex County is providing the highest number of visitors to Ptown.
- SA – How is the survey done? BS - It's through the Neilson rating that is sent out to households. They are looking for measureable information. It is a significant number and I would use the visitor number as barometers. Keep in mind that the survey 2/19-2/20.
- EB – are these all physical mailings? BS – yes.
- AF – Slide shows up to a million people visiting Provincetown. Zone are of all different sizes with different households within them.
- EB – Is it going to cable only? BS – no it's streaming. There is a lot of streaming with Smart TV's and connected TV's. Anyone going online can see the impressions we are delivering.
- EB - Is this a true commercial? Yes – it is a 30 second video that Tony and Nina are working on.
- AF – We are working with Multiview and we will be able to maximize the use of it through their digital network, social media and this additional media.
- DB – If I am watching property brothers – will I see the commercial? BS – there are so many ways people are consuming TV content now. You can go through so many different devices... no matter what platform – we are putting commercial/video in that space so if you talk to your remote and go on-demand you could see it there. As technology has developed, we now have more options.
- SH – Is the video targeted at any show they are watching? BS – it is geared toward specific shows. Ex: ESPN – if someone is sitting in Boston and a bunch of gay guys are watching on their smart TV – we show impressions on the telecast.
- SH – is it calculated by their viewing methods? Algorithms? People 30-50 who like gardening and might be gay.
- BS – The way I understand it is that Comcast owns a company called free-whale. And as people stream, and now we have the capability to put the ad in front of them. BS – I have a couple of different streaming targets available. It's a wide geography with a broad stroke. Other products, we look at browser history and Experian which has purchasing data to stricter targeting. No matter where people are watching – we can reach them.
- Ptown visitors are streaming at 75%. It reaches anyone with internet. Targeting is anyone with a billing address.
- We can tell how many people view the video. We only deliver impressions to a live screen.
- If someone chooses to stream, they are deliberately choosing the show and they will see the impression. The impressions run across numerous platforms and we partner with multiple companies with inventories.
- October 2020 – all streaming impressions for all advertising and marketing – we delivered over 5.2 million impressions with a completion rate of 96%.
- DB – How many campaigns did you have? BS – can't answer but we have 500 clients. Some are all digital, some are combinations.



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- BS - When you take the population numbers and deliver into the 14 zones, we are looking for a region frequency – I will supply the number of the effective potential of reaching people.
- BS - Changing gears – RuPaul’s drag race is a great place to reach the LGBTQ audience. This is the one show that is live. The proposal is all about streaming but this can also be an option.
- RC – how do you target? BS – Anyone going online to stream (including connected TV’s and on-demand) and we have the technology.
- RC – are we looking to target a certain time-frame? BS – we are 100% flexible. We want the video is completed we want it to be perfect.
- DB – thank you Brian.
- DW – Nina and Tony – you have extensive information – I refer to you both.

3. Department Report

- AF - We have money in the budget for EffectTV
- SA – Is this part of the new digital marketing? AF – not necessarily. We now have one company that manages the program and we now do search engine marketing. You couldn’t do that five years ago.
- SA – How long is the run? I question that because I don’t think people watch TV once it gets warm. When is the most viable time? AF – we are discussing streaming so they can watch at any time. It’s different than TV.
- SA - Is there a difference in cost of where we place it? AF – no it’s \$34 per thousand. SA – I do think it is a good idea. And we are moving forward. But it is kind of scary that someone is watching me watch.
- AF – Our drive market is still our target. And we can expand in the future.
- DB – My thought is that we are dipping our toes with RuPaul.
- SH – The two options of the RuPaul financially will fulfill both our needs. We need the broad brush. We should secure the \$5,000. It’s very exciting.

SH – Recommended motion to authorize up to \$5,000.00 for Effectv Video Content

RC – 2nd

- EB – Because of the way it will be delivered to the audiences, we have better control of the marketing. Besides live sports, it is one of the last shows targeting the queer community
- AS – How we will access results from this campaign? AF – we will know how many people viewed it. I am assuming that we are doing the drive market but it will expand and the cost remain the same? AF – yes.
- AS – Can we edit the video? DB – Nina and Tony have a great grasp on the markets we want to target. We need to allow them the creative direction on this.
- DW – Do you want to move ahead with the RuPaul?

Motion to authorize up to \$5,000.00 for Effectv Video Content

Motion: SH 2nd: RC Vote: 6-1-0

Roll Call: RC – Yes; SA – No; AS – Yes; DW – Yes; SH – yes; EB – Yes DB – Yes

Destinations Magazine

- AF - The American Bus Association is a B to B for group tours. We didn’t participate in the Jan/Feb issue, and would like to advertising in the May/June issue – a 2/3 size ad next to the masthead and the letter from the CEO of the company. The cost is \$2,410.
- AF Recommended motion to authorize \$2,410.00 for Destinations Magazine

Motion to authorize \$2,410.00 for Destinations Magazine

Motion: DB SA – 2nd Vote 7-0-0



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Website

- Our SEM is working... We are increasing new users. But you will see a decrease from summer to fall
- We are having a great response, and this is due to MultiView and the SE marketing

Town Meeting

- Considering rescheduling the Annual Town Meeting to the first Saturday in May and will be held outdoors

4. Approval of Minutes

Motion to approve the VSB August 11, 2020 Minutes

Motion: RC 2nd: AS Vote 7-0-0

Roll Call: RC – Yes; SA – Yes; AS – Yes; DW – Yes; SH – yes; EB – Yes DB – Yes

Motion to approve the VSB September 8, 2020 Minutes

Motion: DB 2nd – SA Vote 7-0-0

Roll Call: RC – Yes; SA – Yes; AS – Yes; DW – Yes; SH – yes; EB – Yes DB – Yes

4. Board Statements

RC – Thank you for getting the 5-year plan approved. I am totally comfortable with NC and TF taking care of the video.

SA – Thank you TF and NC

AS – Thank you TF and NC

DW – Thank you T&N and Happy and Healthy New Year

SH – It's going to be an interesting year with a lot to do and it will be better than last year, and I think it will be a great new way to market Ptown. Thank you TF and NC for your work.

EB – Thank you TF and NC. Looking forward to the work ahead

DB – Thank you to the VSB for last night's meeting. A big shot out to Nina and Tony. I am grateful to work with them.

Adjourn

Motion to Adjourn at 3:21p.m.

Motion: AS 2nd: SH Vote: 7-0-0

Roll Call: RC – Yes; SA – Yes; AS – Yes; DW – Yes; SH – yes; EB – Yes DB – Yes

Respectfully Submitted,

Nina Cantor

Assistant Director of Tourism