



**Town of Provincetown  
The Visitor Services Board  
November 10, 2020, 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)**

None

2. **Fiscal Year 2022 Five-Year Plan**

- AF – Plan is at \$915,000 which was presented to SB last fall. Appendixes are both recaps and within the report there are comments regarding the first deposit for September. There was a large increase. The VSB voted 6-0-0 to hold off to meet with the SB after the 2<sup>nd</sup> deposit is received. (August/Sept/Oct) which is the largest deposit.



**Town of Provincetown  
The Visitor Services Board  
DRAFT MEETING MINUTES – November 10, 2020, 1:00 p.m.  
Town Hall, Judge Welsh Room  
260 Commercial Street, Provincetown, MA**

**Discussion:**

- DB – asked for input and comments
- Eric – budget for radio – does it include pod cast advertising or is it in the budget? AF – Pod casts are not included in that number, but this draft budget is a straw man – it’s just a general idea how money can be spent. The VSB can always allocate money towards podcasts.
- SH – Can the numbers be shifted? Or if there is a bigger increase due to room tax? Will we get more? AF – Each year the VSB will put together a 5-year plan for approval and then to Town Floor. If the VSB wants to see the number be different, that’s fine but this is a conservative increase each year.
- SH – We should be more aggressive moving ahead.
- DB – Don’t we have to wait a year before we can assume percentages of room tax? AF – yes, so we need to wait a year so we can compare apples to apples.
- SH – Are there two separate buckets? License accommodations vs. short term rentals? AF – No, only one bucket. It is not broken out separately from the State.
- SA – Can the finance director can break it down? AF – The DOR is the one who manages and collects the income and does not split it out. At this time, they are only reporting as one.
- DW – There was pushback by at one of the last grantees... has that been addressed? DB – Nobody received a grant or award letter and were reminded that in May. And all have been contacted.
- DW – I support the 5-year plan but with the flexibility of covid – should get better or worse... can we be flexible? DB – Yes – and we have been aggressive, we have moved from \$750,000 to \$915,000 so we can update every year.
- SH- When does this get submitted? AF – once you vote as a group we will update the document and submit to the SB this month.
- SH – Can we put a line item that says we want to be more aggressive. DB – The percentage we receive has changed throughout the years. We are a 35% but it has been 45%. We will have to be pro-active. I think this is an aggressive jump. If there is a large stockpile of money, there will be a lot of people looking for that money. The \$915,000 will give us time to work on FY22
- AF – there are measures to look at. One is a 3-year average of what is deposited into the Tourism Fund. And there is a projection in place. The Director of Finance will also include a projection number. When we presented \$915,000 last year, the SB changed it to \$840,000. There will be an increase each year. A conservative increase. We can include a statement asking for more money.
- AF will add to the document:
  - The VSB is recommending an annual budget of \$915,000 for FY2022 and a conservative increase annually of 2.5% See APPENDIX B however, room tax revenue and the deposits to the tourism fund will determine future year budgets.

**Recommended motion to approve the 2022-2026 Five-Year Plan recommendation of \$915,000**

Motion: DW                      2<sup>nd</sup>: SH                      Vote 6-0-0

Roll Call: RC – Yes; SA – Yes; DB – Yes; DW – Yes; SH Yes

**3. Department Report**

- AF reviewed budgets – available funds are \$103,300K
- AF - I would like to discuss online publishers and print and Cape Cod Travel Guide. Cape Cod Travel Guide is not in the report as we just received the information. It was added to the agenda.
- Reviewed fall ads and winter ads with new colors/photos
- Briefly reviewed the January kick-off campaign



**Town of Provincetown**  
**The Visitor Services Board**  
**DRAFT MEETING MINUTES – November 10, 2020, 1:00 p.m.**  
**Town Hall, Judge Welsh Room**  
**260 Commercial Street, Provincetown, MA**

Pride Media

- They reach all our demographics
- Broke down the proposal for integrated marketing
- 1 – Women 2 – Pride edition

Towleroad

- Mostly male; affluent; even age demographics

Edge Media Network

- Edge is now a media network and with the expansion, they are 70% male, 30 Female with the average age of 40-yrs old. Five million monthly users.
- 2.5k within their website and 2.5k with aps and city that they develop for their partners
- 1 million impressions, 4 eblasts and 3 social media posts and 2 editorials

Yankee – NewEngland.com

- We used to do 2 stories and then one but now we are back up to 2 stories

**Recommended motion to authorize \$35,500 for fiscal year 2021 online publishes as listed in the November 10, 2020 VSB meeting agenda**

**Questions:**

- DB – It seems that when we were doing programs with Towleroad they always had a pop up even if we are on the banner. Would that continue? AF – not sure but our ads could be a pop up too.
- DW – Everything down to Yankee is LGBTQ which is our primary focus. Yankee is a broader audience. The LGBTQ appears to be on gay/lesbian but don't see trans. AF – Trans is a difficult to write about but we can address it. It will be included in Pride. The publications I found has not been developed yet. Pride and Edge could also be included. We want to be sure that Drag does not define the Trans community. Every trans person is how does the T fit in the LGBT in a seminar... every person is going through something different. We need to do this carefully and it will be highlighted in our editorials. We hope to include more trans images in our ads.
- DW – trans people of color have been the most harmed so please include them.
- EB – The jury is out whether if Ptown is inclusive and welcoming to the T's. And one way to sell that is to work with some that are already in Town and/or an influencer and have a big voice. AF – we will add that on to the list. Hari Nef, a Trans icon spent her summer here and we can reach out to her.
- SH – Happy to see a percentage devoted to LGBTQ. I had conversation with a rep from Expedia. The majority of visits were last minute bookings and was the drive market. If we spend all the money we are proposing and go through a similar scene as last year. Will there be money left to do another push? AF – We had to re-think, go dark and come up with a strategy... and we reached out to all our vendors and we were able to hold our content/ads until we were able to hold the ads and move them. Everything is pliable. We could change the timing.

**Motion to authorize \$35,500 for fiscal year 2021 online publishes as listed in the November 10, 2020 VSB meeting agenda**

Motion: DW 2<sup>nd</sup>: SA Vote: 6-0-0

**Roll Call: RC - yes; AS - yes; DW - yes; SH - yes; EB - yes; DB - yes**

Cape Cod Chamber of Commerce Travel Guide

- AF - It will be a new digital flip through format
- 15 towns will be represented with each town having 4 sponsored editorial pages (except Barnstable). Each sponsor rate is \$1,200. It would not make sense for us to be in that mix. We want better exposure. This year will include video



**Town of Provincetown  
The Visitor Services Board  
DRAFT MEETING MINUTES – November 10, 2020, 1:00 p.m.  
Town Hall, Judge Welsh Room  
260 Commercial Street, Provincetown, MA**

and they are only selling two internal ads. We secured the inside front cover of the publication and there will be a link to the video and our website. The cost used to be \$3,750 (for print) and now it's \$3,000 for the inside front cover.

Recommended motion to authorize \$3,000 for the digital Cape Cod Visitor Guide.

Motion - DW                      2<sup>nd</sup>: SA

No discussion

**Motion to authorize \$3,000 for the digital Cape Cod Visitor Guide.**

**Motion - DW                      2<sup>nd</sup>: SA                      Vote: 6-0-0**

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

**Print Advertising:**

American Art Collector – Cape Cod and the Islands Issue

- We have tried to find an online art magazine but have not found it yet. The print ad will be a full page and an advertorial. The content will be written by our PR firm and we provide the photos.

**Recommended motion to authorize \$2,600 for American Art Collector**

Motion: DW    SA – 2<sup>nd</sup>

No discussion

**Motion to authorize \$2,600 for American Art Collector**

**Motion: DW                      SA – 2<sup>nd</sup>                      Vote: 6-0-0**

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

**Gay & Lesbian Review**

- AF – The magazine used to be titled the Harvard Gay and Lesbian Review. Very intellectual magazine with an affluent audience and travelers. National Publication but based in the Boston area. We can do back cover for 3 issues.

**Recommended motion to authorize \$3,348 for Gay & Lesbian Review**

Motion: DW                      SH – 2<sup>nd</sup>

No Discussion

**Motion to authorize \$3,348 for Gay & Lesbian Review**

**Motion: DW                      SH – 2<sup>nd</sup>                      Vote: 6-0-0**

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

**Recommended motion to approve \$355.00 for Cape Cod Chamber of Commerce membership dues**

Motion: DW                      SH -2<sup>nd</sup>

No Discussion

**Motion to approve \$355.00 for Cape Cod Chamber of Commerce membership dues**

**Motion: DW                      SH – 2<sup>nd</sup>                      Vote: 6-0-0**

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



**Town of Provincetown**  
**The Visitor Services Board**  
**DRAFT MEETING MINUTES – November 10, 2020, 1:00 p.m.**  
**Town Hall, Judge Welsh Room**  
**260 Commercial Street, Provincetown, MA**

**Recommended motion to approve \$435.00 for the American Bus Association membership dues**

**Motion to approve \$435.00 for the American Bus Association membership dues**

**Motion: DW SA – 2<sup>nd</sup> Vote 6-0-0**

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

**Discussion:**

- EB – I’m noticing that in the aftermath there has been a micro movement of people are taking to the road.
- NC spoke about American Road Collector
- SH – Two of my friends have bought RV’s and have been traveling.
- RC – I would like to be involved in looking. And there is a lot happening out there but there is a huge amount of conservatives though. Our campgrounds have been full. And people were tenting this year! It’s called Glamping. It’s hard to find an RV to even buy right now.
- DB – this brings up a larger conversation about how people are traveling. We need to pay attention to this trend.
- DW – Regina, were you referencing the more conservative nature since it would be effect Provincetown negatively. Are you concerned about people being accepting of the diversity within our community?
- RC – Yes, that is a part of it.

**Motion to approve \$435.00 for the American Bus Association membership dues**

**Motion: DW SH – 2<sup>nd</sup> Vote: 6-0-0**

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

(SA – leaves the meeting at 2:19)

**4. Board Statements**

- RC – None
- DW – None
- SH – Great meeting. Thanks to AF and NC for their work. It’s been a great week, less tension and I’m happy with the amount of LGBTQ marketing. I am looking forward to our next meeting and happy to have EB on the board.
- EB – None
- DB – I agree with SH. Thank you to AF and NC who are both trying to market the Town and they are aggressively pushing forward with their marketing and if we need to pivot we will. Erik offers a fresh view. I am enjoying working with this Board. Thank you all.
- SH – Will we ever meet in Town Hall again? AF – we are in this position until the Gov. tells us differently.
- DW – why no zoom calls?
- AF – If they are recorded they need to use Microsoft Teams. We have been asking about the ability to use the ability to see each other. But it’s not being used. We only can use it as a slide presentation.

Motion to adjourn at 1:25

**Motion: DW 2<sup>nd</sup>: SH Vote: 5-0-0**

**Roll Call: RC - yes; DW - yes; SH - yes; EB - yes; DB – yes**

Respectfully Submitted,  
Nina Cantor  
Assistant Director of Tourism