



**Town of Provincetown
The Visitor Services Board
March 9, 2021, 9:30 a.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

NOTE: THIS IS A REMOTE PARTICIPATION MEETING

In keeping with Governor Baker's Executive Order of March 12, 2020; "Order Suspending Certain Provisions of the Open Meeting Law" – All Participation in this meeting will be by remote access.

For this meeting, members of the public who wish to participate in the meeting may do so by dialing **(833) 579-7589**.

When prompted, enter Conference ID number: 990 032 654#.

Agenda:

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

Bob Sanborn, Executive Director, Provincetown Business Guild

- Tourism grants are to stimulate the tourism economy. The rules did not allow alternative programming and room taxes were better. The Tourism economy is struggling. Please ease the reimbursement rules.

2. Effective TV Streaming Follow Up

Brian Sarrs, EffecTV

- AF – The video is now produced and went live last Friday and will be live for a total of 10 weeks and runs on RuPaul and on VH1. For the next nine Friday's it will also be seen on the Cape.
- As far as targeting with a broader reach – page 4 is a summary of questions and answers.
- BS – The streaming piece is 1M impressions that will run with the 25-54 age demographic and reach 554,000 people. The video is great and it's a great way to put it in front of a lot of people.
- DB – how long will this be running for?
- BS – It will run 5 to 6 weeks. It would be up and running by the end of the week.
- AF – Once the million impressions are exhausted, it will stop. People will see the video 3.9 times so it will resonate.
- BS – The 60-70% of the video will go to smart TV's and on demand. Once it hits a million impressions, it stops. It runs continuously within the 5 weeks using AI and algorithms within those days.

No discussion

Recommended motion to authorize \$34,000 for EffecTV targeted video streaming

Motion – SH AS – 2nd Vote: 6-0-1

Roll call vote: RC – yes; SA – no; AS – no; DW – yes; SH – yes; EB – yes; DB – yes 5-2-0.



3. Department Report

- AF - Out Film CT is a LGBTQ film festival. We would like to show the video before two feature films. The program is digital, and our logo would be on their website throughout the year. It's a great opportunity to reach the LGBTQ audience.

Recommended motion to authorize \$2,000 for Out Film CT

- SA – how large an audience is it? How many viewers? AF – last year sold 1,800 tickets and they project 4,500 people watch through streaming. And it is a specific audience. You need to purchase a ticket.
- DB – do they market the film festival across the US?
- AF – They do market the festival. The audience was local to the area until last year when they went virtual, so a larger audience was able to view it.
- SH – Their website shows a lot of younger people which needs to be our target.

Motion to authorize \$2,000 for Out Film CT

Motion: DB 2nd – SH Vote: 7-0-0

Roll call vote: RC – yes; SA – yes; AS – yes; DW – yes; SH – yes; EB – yes; DB – yes

4. FY22 Grant Program

DB - Each year the unused grant marketing funds from two years prior are rolled back into the current grant budget. This year we are rolling the FY20 unused funds which total \$22,464.55. This amount will be added to the FY22 budget of \$200,000 for a total budget of **\$222,464.55**.

Motion to authorize the rollback of \$500 of unused Jamaica on Film fiscal year 2020 marketing grant funds

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

Roll call vote: RC – yes; SA – yes; AS – yes; DW – yes; SH – yes; EB – yes; DB – yes

Motion to authorize the rollback of \$2,200 of unused Peregrine Theatre Ensemble Season fiscal year 2020 marketing grant funds

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

Roll call vote: RC – yes; SA – yes; AS – yes; DW – yes; SH – yes; EB – yes; DB – yes

Recommended motion to authorize the rollback of \$2,500 of unused Miss USofA fiscal year 2020 marketing grant funds

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

Roll call vote: RC – yes; SA – yes; AS – yes; DW – yes; SH – yes; EB – yes; DB – yes

Recommended motion to authorize the rollback of \$956.47 of unused Provincetown Coastal Rowing Regatta fiscal year 2020 marketing grant funds

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

Roll call vote: RC – yes; SA – yes; AS – yes; DW – yes; SH – yes; EB – yes; DB – yes

Recommended motion to authorize the rollback of \$2944.24 of unused Womxn of Color Weekend fiscal year 2020 marketing grant funds

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



**Town of Provincetown
The Visitor Services Board
March 9, 2021, 9:30 a.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA**

Roll call vote: RC – yes; SA – yes; AS – yes; DW – yes; SH – yes; EB – yes; DB – yes

Recommended motion to authorize the rollback of \$500 of unused WorldFest fiscal year 2020 marketing grant funds

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

Roll call vote: RC – yes; SA – yes; AS – yes; DW – yes; SH – yes; EB – yes; DB – yes

Recommended motion to authorize the rollback of \$750 of unused 15th Annual Provincetown Dance Festival fiscal year 2020 marketing grant funds

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

Roll call vote: RC – yes; SA – yes; AS – yes; DW – yes; SH – yes; EB – yes; DB – yes

Recommended motion to authorize the rollback of \$2,300 of unused Women's Media Summit fiscal year 2020 marketing grant funds

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

Roll call vote: RC – yes; SA – yes; AS – yes; DW – yes; SH – yes; EB – yes; DB – yes

Recommended motion to authorize the rollback of \$500 of unused Cape Cod Classic (NGPA) fiscal year 2020 marketing grant funds

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

Roll call vote: RC – yes; SA – yes; AS – yes; DW – yes; SH – yes; EB – yes; DB – yes

Recommended motion to authorize the rollback of \$1,500 of unused Day of the Dead Festival fiscal year 2020 marketing grant funds

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

Roll call vote: RC – yes; SA – yes; AS – yes; DW – yes; SH – yes; EB – yes; DB – yes

Recommended motion to authorize the rollback of \$7,813.84 of unused Provincetown Chamber of Commerce fiscal year 2020 marketing grant funds

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

Roll call vote: RC – yes; SA – yes; AS – yes; DW – yes; SH – yes; EB – yes; DB – yes

FY22 Grant Awards:

Event Marketing Grants

Organization Name	Project Name	2022 Award	Dates
Provincetown Film Society	Provincetown International Film Festival	\$20,000	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
The Provincetown Business Guild	Holly Folly	\$10,500	Motion: DB 2 nd : AS Vote: 6-0-1 (SH) Roll Call: RC; SA; AS; DW; SH; EB; DB
The Provincetown Business Guild	First Light	\$10,500	Motion: DB 2 nd : AS Vote: 6-0-1 (SH) Roll Call: RC; SA; AS; DW; SH; EB; DB
Provincetown Food & Wine Festival	Provincetown Food & Wine Festival	\$7,500	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB



Town of Provincetown
The Visitor Services Board
March 9, 2021, 9:30 a.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA

Women Innkeepers of Provincetown	Women's Week	\$9,500	Motion: DB 2 nd : AS Vote: 6-0-1 (RC) Roll Call: RC; SA; AS; DW; SH; EB; DB
Provincetown Tennessee Williams Theater Festival, Inc.	Provincetown Tennessee Williams Theater Festival	\$9,000	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
The Canteen	The Canteen Holiday Market	\$2,500	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
The Provincetown Business Guild	Carnival	\$3,600	Motion: DB 2 nd : AS Vote: 6-0-1 (SH) Roll Call: RC; SA; AS; DW; SH; EB; DB
Womxn of Color Weekend	Womxn of Color Weekend 2022	\$5,500	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Fantasia Fair	Fantasia Fair 2021 (Transgender Week)	\$3,500	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Portuguese Festival	Provincetown Portuguese Festival	\$8,000	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Provincetown Brewing Co.	Washashore Music and Arts Festival	\$5,500	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Mates Leather Weekend	Mates Leather Weekend	\$3,000	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Mr. New England Leather	Mr. New England Leather	\$2,500	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Cape Cod Center for Sustainability	TEDxProvincetown 2022	\$2,000	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Outer Cape Chorale Inc.	Outer Cape Chorale Concerts	\$2,000	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Provincetown Community Compact	34th Provincetown Swim for Life and Paddler Flotilla	\$1,500	Motion: DB 2 nd : AS Vote: 6-0-1 (SA) Roll Call: RC; SA; AS; DW; SH; EB; DB
Provincetown For Women	SINGLE WOMEN'S WEEKEND	\$4,250	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Twenty Summers	Twenty Summers 2022 Season	\$1,500	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
International Women's Flag Football Association	IWFFA PTOWN CLASSIC WOMEN'S FLAG FOOTBALL TOURNAMENT	\$500	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Truro Center for the Arts at Castle Hill	16th International Encaustic Conference	\$1,500	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
The Provincetown Business Guild	Provincetown PRIDE	\$10,000	Motion: DB 2 nd : AS Vote: 6-0-1 (SH) Roll Call: RC; SA; AS; DW; SH; EB; DB
Family Equality Council	Family Week	\$2,000	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Great Music on Sundays @5	Great Music on Sundays @5	\$2,200	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Ambassador Productions	Provincetown CabaretFest 2022 " Come Hear The Music Play"	\$2,750	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Outermost Yoga	Provincetown Wellness Week	\$6,000	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB



Town of Provincetown
The Visitor Services Board
March 9, 2021, 9:30 a.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA

Provincetown For Women	GIRL SPLASH - THE SUMMER EVENT FOR WOMEN	\$6,000	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Orleans Sweeps and Sculls	Provincetown Coastal Rowing Regatta and Beach Games	\$2,000	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Provincetown Public Library	Provincetown Book Festival 2021	\$1,500	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Truro Center for the Arts at Castle Hill	17th Annual Provincetown Dance Festival	\$500	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Cape Cod Center for Sustainability	Broto FY2022	\$1,750	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Lambda Car Club - Yankee Region	Lambda Car Club - Yankee Region Provincetown Invitational	\$1,250	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
	TOTALS	\$150,300	
Matching Marketing			
Ptown Art Assoc. & Museum	Ptown Art Assoc. & Museum	\$7,000	Motion: DB 2 nd : AS Vote: 6-0-1 (AS) Roll Call: RC; SA; AS; DW; SH; EB; DB
Ptown Film Society	Ptown Film Society	\$8,000	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Center for Coastal Studies	Center for Coastal Studies	\$5,000	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
The Provincetown Business Guild	The Provincetown Business Guild	\$22,000	Motion: DB 2 nd : AS Vote: 6-0-1 (SH) Roll Call: RC; SA; AS; DW; SH; EB; DB
Ptown Chamber of Commerce	Ptown Chamber of Commerce	\$10,000	Motion: DB 2 nd : AS Vote: 6-0-1 (SA) Roll Call: RC; SA; AS; DW; SH; EB; DB
Pilgrim Monument & Ptown Museum	Pilgrim Monument & Ptown Museum	\$3,000	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Ptown Commons	Ptown Commons	\$5,000	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Ptown Theater	Ptown Theater	\$6,500	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Fine Arts Work Center	Fine Arts Work Center	\$3,000	Motion: DB 2 nd : AS Vote: 7-0-0 Roll Call: RC; SA; AS; DW; SH; EB; DB
Ptown LGBTQ Welcome Center	Ptown LGBTQ Welcome Center	\$2,500	Motion: DB 2 nd : AS Vote: 6-0-1 (SH) Roll Call: RC; SA; AS; DW; SH; EB; DB
	TOTALS	\$72,000	
	Grant Totals	\$222,300	

5. Board Statements

- RC – none
- SA – Good working with everyone today – good consencense
- AS – Sorry for my technical difficulties. Very fruitful and consensual
- DW – Thankful we made it to the end. Wish everyone a great day
- SH – Good meeting. We all finalized in a nice fair way. I’m excited about the new events
- EB – None



**Town of Provincetown
The Visitor Services Board
March 9, 2021, 9:30 a.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA**

- DB – Thank you to the Board for sticking with this and TY to Nina and Tony. I look forward for tourism to rebound. It is time.

Motion to adjourn at 3:40 pm

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

Roll call vote: RC – yes; SA – yes; AS – yes; DW – yes; SH – yes; EB – yes; DB – yes

Respectfully Submitted,

Nina Cantor
Assistant Director of Tourism