



Visitor Services Board

Meeting Agenda (REVISED)

The Provincetown Visitor Services Board will hold a public meeting on Tuesday, November 23, 2021, at 1 p.m. in the Judge Welsh Room, Town Hall, 260 Commercial Street, Provincetown, MA 02657.

Pursuant to Chapter 20 of the Acts of 2021, this meeting will be conducted **in person** and as a courtesy via remote means, in accordance with applicable law. Please note that while an option for remote attendance and/or participation is being provided as a courtesy to the public, the meeting/hearing will not be suspended or terminated if technological problems interrupt the virtual broadcast, unless otherwise required by law.

Joining the Meeting:

Microsoft Teams: Join on your computer or mobile app. [Click here to join the meeting](#)

Phone: Or call in (audio only) [\(833\) 579-7589](tel:833-579-7589) Phone Conference ID: 672 188 445#

To Participate during public comment:

- Teams: Raise hand to be called on to speak.
- Phone: Speak name clearly to be called on to speak.

Please do not speak again until acknowledged by Chair or meeting moderator.

- Keep your phone muted at all times when not talking (*6 to mute & unmute your phone)
 - Do not use speakerphone, Bluetooth devices (speakers or headphones)
- Mute all background noises, including PTV, television or computer and use only phone audio

Agenda [Motions may be made and votes may be taken unless otherwise noted]:

1. Public Statements – 3 minutes maximum. Board members are not obligated to respond to public statements.
2. Brad Goodwin – iHeart Podcasts
3. Town Hall Façade Illumination Equipment
4. Tourism Department Report
 - a. Motions may be made. Votes may be taken.
5. Approval of October 12, 2021 Meeting Minutes
6. Board Members’ Statements—comments from Board members. Discussion dependent. Motions may be made. Votes may be taken.

Media Placement & Activity:

Publication/Project	Purpose	Up To/Amount
Digital Media FY22		
PRIDE Media	Sponsored Content & Ads	\$10,000
Edge Media	Sponsored Content & Ads	\$10,000
Towleroad	Sponsored Content & Ads	\$ 8,000
Yankee/NewEngland.com	Sponsored Content & Ads	\$ 7,500
Cape Cod Travel Guide	Digital Magazine	<u>\$ 3,000</u>
Total Digital Media		<u>\$38,500</u>

Media Placement & Activity continued:

<u>Publication/Project</u>	<u>Purpose</u>	<u>Up To/Amount</u>
Podcast/Audio Media	Advertising	\$12,000-\$15,000
IGLTA	Enhanced Website Listing	\$ 995

Tourism Administration:

<u>Organization/ Project</u>	<u>Purpose</u>	<u>Up To/Amount</u>
Arts & Cultural District	Matching Grant Funds	\$ 7,500
Town Hall Façade Illumination	Lighting Equipment	\$ 4459.80

Posted by the Town Clerk www.provincetown-ma.gov 11/18/21 1530hrs EC

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