

Town of Provincetown
Meeting Minutes from
April 30, 2009 at 11 am
Tourism Office 330 Commercial Street
Marketing Sub-Committee

Members present: Kathleen Fitzgerald; Hersh Schwartz; Mike Peregon; Michelle Haynes; Jim Bakker; David Gardner

Member absent:

Staff: Bob Sanborn, Tourism Director

Others: Chuck Anzalone

The meeting was called to order at 11:09 am

Dan Hoort, from the Somerset House tracks the demographics of his guests, and is willing to share that info. The Somerset House is up 30% this year. He suggests that the VSB pick a month—perhaps April of 2010—and promote it as a theme month.

Kathleen Fitzgerald thinks that promotion is a great idea, but is concerned about the VSB hosting events, which is more in line with the PBG's function. The Tourism Office should be the microphone for events and other Town promotions.

Michelle Haynes suggests a regular press release to the Banner, highlighting the efforts of the VSB, and urges a focus on the next four months, in order to ensure a strong season.

The VSB should use press releases, the website, e-blasts etc as a means of promotion.

Re the 2009 Media Plan: Our ad was placed in New England Travel 09. This was a Marlo recommendation. We got a last minute upgrade at no additional charge.

Bob Sanborn presented the breakout in marketing and media money spent to date:

Regional	39 %
GLBT	16 %
Arts	5 %
Group Tour	30 %
Canada	10 %
Europe	0 %
Eco Tourism	0 %

Curve Magazine: We will have three (3) 1/6 page ad insertions during the next 10 issues, at \$2,200 per insertion. Kathleen Fitzgerald defines Curve as a pre-eminent nation Lesbian magazine, and the one with the best distribution. The Women Innkeepers are not considering a coop ad in Curve at this time. The thematic issues include Music for July/August and Travel for September.

Motion: it is moved to do three (3) insertions in Curve Magazine during a one-year contract, at a price not to exceed \$6,600.

Motion: Kathleen Fitzgerald

Seconded: Jim Bakker

5-0-0

Group Travel Planner: Bob Sanborn will work on three (3) free profiles to highlight non-profits and/or events in Town.

Motion: it is moved to do a one-time insertion in group Travel Planner at \$2,110

Motion: Hersh Schwartz

Seconded: Jim Bakker

5-0-0

Motion: it is moved to spend up to \$1,000, from the FY 2009 Marketing Budget, for the printing of an Art Colony rack card, which will include the VSB logo and the tagline "Sponsored in part by the Provincetown Tourism Fund"

Motion: Kathleen Fitzgerald

Seconded: Michelle Haynes

4-0-1

Jim Bakker abstained

Motion: it is moved to place a one-time insertion half page full color ad in HX, at no more than \$550; a one-time quarter quarter-page black & white ad plus a color swatch, in the Washington Blade at no more than \$650; and two quarter-page black & white ads plus a swatch of color in the Philadelphia Gay News, for no more than \$725.

Motion: Michelle Haynes

Seconded: Kathleen Fitzgerald

5-0-0

Mike Peregón suggests that we seek out college markets in the Boston area.

Respectfully submitted,
Jackie Kelly