

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
October 12, 2011-- 3:00 pm
Tourism Office 330 Commercial Street**

Members present: Mick Rudd, Chair; Hersh Schwartz; Jim Bakker; Michael Peregón; Rick Murray

Members absent: Kathleen Fitzgerald

**Staff: Bob Sanborn, Tourism Director; Jackie Kelly – Administrative Assistant-
Tourism Office; Radu D. Luca- Tourism Office Intern**

Meeting was called to order at 3:01pm

Others: Candy Collins-Boden; Erin Atwood; Tony Fuccillo

1. Public Statements

Candy Collins-Boden reported that she was at the Women's Week Community Dinner the night before, and that it was a terrific evening. 275 women attended.

2. Tourism Director's report

A. Approval of media placements, brochures, trade shows

Media Placements:

- a. The Marketing Sub Committee met and made several recommendations:
 - b. Michelle suggested doing a campaign in Bay Windows (Bob is still awaiting a proposal from Bay Windows), and The Advocate, which though expensive, has a circulation of 100,000 and a reach of 400,000. An ad with 2 colors on 1/6 of a page is \$2,780 for one insertion. Ads on their website are significantly cheaper and have a broader reach, but more research is required.
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- Edge- one of the preeminent GLBT publications has released an IPAD app that is trend-setting. They are offering a significant price reduction to us for a full color internet ad that is distributed widely for \$500 per month for 12 months. This will assist in our objective to ramp up in social and internet media.
- Rick suggested reallocating dollars away from Philadelphia Gay News and Dallas Voice towards Bay Windows and doing an iPad campaign with Edge. Edge- one of the preeminent GLBT publications has released an iPad app that is trend-setting. They are offering a significant price reduction to us for a full color internet ad that is distributed widely for \$500 per month for 12 months. This will assist in our objective to ramp up in social and internet media. Bob showed the board one of our ads designed for the iPad/iPod that can be viewed either vertically or horizontally. It would cost \$500 per month on a yearly contract (copy can change month to month); the design incorporates an emblem with the word “tap” which is the new lingo for “click.” Edge has portals in every major city’s gay community, and gets 150,000 hits per month.

Motion: Move to approve \$6,000 for 12 months of advertising in Edge.

Motion: Jim Bakker

Second: Mike Peregón 5-0-0

- Defer to Jim Bakker to make recommendations related to the Arts market segment. Jim noted that he is in favor of advertising in American Art Review with its large contemporary gallery section and 40,000 subscription base. They have done, and would do, editorial as well.
- -Rick suggested keeping Hot Spots and Frontiers, but target placements toward big events (White Party and big holiday/winter weekends). Hot Spots is offering the same price they’ve offered us the past two years of \$495 per page for full color.

Motion: Move to approve \$4,950 for 10 insertions in Hot Spots.

Motion: Rick Murray

Second: Jim Bakker

5-0-0

Motion: Move to request that Tourism Office staff get ad prices for Dinah Shore Classic and for Montreal’s Fugues and provide this information at the next meeting.

Motion: Rick Murray

Second: Jim Bakker

5-0-0

- Rick suggested doing a targeted Facebook campaign to showcase different events (Women’s Week, Spooky Bear, Halloween, Lighting of Monument, Holly Folly, New Years, etc). Radu presented a proposal a matrix of potential events and demographics to get started.

Motion: Move to approve \$15,000 for targeted internet Ad campaign via Facebook, Google, etc, using staff’s document as a framework.

Motion: Rick Murray

Second: Jim Bakker

5-0-0

- Also, we have 2 hours of consultation with Pink Banana and 2 hours with Community Marketing. How does the board want to utilize?

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