

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
November 02, 2011-- 3:00 pm
Tourism Office 330 Commercial Street**

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

Members absent: Kathleen Fitzgerald ; excused

Meeting was called to order at 3:08 by Mike Peregon (Mick Rudd arrived later at 3:35pm)

Staff: Jackie Kelly; Radu Luca (Bob Sanborn is at the Community Marketing Conference)

Others: Erin Atwood

1. Public Statements: none
2. Tourism Director's report (presented by Radu Luca)
 - A. Approval of media placements, brochures, trade shows
 - Fugues will honor the same rate they have in the past, which is \$425 for a ½ page color ad.

Motion: Move to approve \$1,700 for four 1/2 page ads in Fugues, starting in December, subject to the sequence and timing being at the Tourism Director's discretion.

Motion: Rick Murray

Second: Hersh Schwartz 4-0-0

- Bay Windows provided a proposal as follows (see attached):
 - 52 weeks***
 - Quarter page: \$324.50 per week (\$16,874 annually)**
 - Half page: \$453.75 per week (\$23,595 annually)**

 - 26 weeks****

- In addition to Cape Cod Times, we're currently running ad campaigns in Edge on-line and we've begun a Facebook ad campaign. We also have radio campaigns running on 104.7, 99.1, Frank FM, Dunes 102, WCOD and Cape Cod 106.
- Radu attended MOTT's Tourism-U last week in Hyannis to meet MOTT's international PR Reps and filming staff.
- Bob attended the Greater Boston Concierges Assoc meeting last Wednesday. This is a great organization, which continues to be "ambassadors" to Provincetown for excursions out of Boston. Additionally, the membership provides us the benefit of brochure distribution rights to all member hotels in Boston.
- VSB Open Seat-- The BoS will discuss this on 11/14. To date, there are three applicants, Judy Cicero, Greg Daniels, and Marian Peck.

Social Media Update

- We've had over a ¼ million interactions on Facebook over the past month (an increase of 62%), up sharply since Radu has been uploading photos. Additionally, we've initiated our first Facebook ad campaign to "Rediscover Provincetown during the holidays." Radu will be providing regular updates on social media efforts.
- We have 8,800 fans on Facebook, with 400 on line at any one time (this represents a 12% increase per month).
- Radu writes and maintains a blog at Ptowntourism.blogspot.com, as well as running the same one on the Tourism website.

3. Approval of Minutes for 10.12.11

Motion: Hersh Schwartz

Second: Jim Bakker

5-0-0

Approval of Minutes for 10.19.11

Motion: Hersh Schwartz

Second: Jim Bakker

5-0-0

4. Old Business: None

5. New Business

Agenda item: report status of all FY 2011 grants to be presented at next VSB meeting.

Agenda item for next meeting: Bike Safety and Map brochure

Agenda item for next meeting: PR firm

The meeting was adjourned at 4:42

Respectfully submitted,

Jackie Kelly

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