

**Town of Provincetown
Visitor Services Board
Meeting Minutes from
November 16, 2011-- 3:00 pm
Tourism Office 330 Commercial Street**

Members present: Mick Rudd- Chair, Hersh Schwartz; Jim Bakker; Kathleen Fitzgerald; Michael Peregony; Rick Murray; Marian Peck

Meeting was called to order at 3:00pm by Mick Rudd

Staff: Bob Sanborn- Tourism Director, Radu Luca- Staff

Staff absent: Jackie Kelly is on vacation

Others: David Gardner, Candace Nagle

Agenda:

1. Public Statements
2. Tourism Fund Accounting

The Town's Finance Director worked with the state auditors to confirm our past practice to treat the Tourism Fund as a Special Revenue Fund, which allows the Tourism Fund to carry over appropriated, but unexpended funds from one fiscal year to the next.

3. Tourism Director's report
 - A. Approval of media placements, brochures, trade shows

Media Placements:

- Calendar of Events for 2012

Motion: Move to approve up to \$1,046 plus shipping for printing of 15,000 Calendar of Events for 2012.

Discussion: Mike Peregon suggested we should continue to mail out calendar of events to everybody who lives in Town and to second-home owners. The Tourism Director will contact the Banner to determine the cost of inserting the calendar of events in one of their issues.

Motion: Jim Bakker

Second: Mike Peregon

7-0-0

- The Boston Globe offers 1/8 page, one-time insertion for 3,638 or a 1/3 page ad in "G" for \$2,868. No action taken.
- Curve Magazine is offering a 1/3 page ad in its travel issue for \$2,547.

Motion: Move to approve \$2,547 for a 1/3 page ad in Curve Magazine in the March 2012 Travel Issue, conditioned upon receiving a free internet component, such as a tile ad on their website or a link to Tourism Office website.

Motion: Mike Peregon

Second: Jim Bakker

7-0-0

B. VSB Administration

- Meeting for annual review of Tourism Grants for FY2013 is tentatively scheduled for 12/14 at 9 AM. Do we need to change it?

Motion: Move to meet on Monday, 12/19 at 9am to review FY2013 Grant Applications.

Motion: Jim Bakker

Second: Hersh Schwartz

7-0-0

- Community Marketing Conference-- Excellent and well attended by a number of destinations and leaders in the Tourism Industry (CEOs of Grinder, Gay Cities/Queerty, Curve Magazine, Pink Banana, etc were some of the key note speakers). It validated our strategy to transition from print media to social media, and gave me a basic road map for the newly created position to ramp up our presence in social media. I will receive copies of all presentations, which I will circulate and recommend you all review. Some key take-aways:
 - Increasing numbers have smartphones (20% use smart phones for hotel searches, and 30% for restaurant searches)
 - Provincetown moved up a bit in the most recent surveys for gay men and women in certain age groups (note for first time the survey was available on Grinder, and generated 12,000 responses from that medium)
 - 55+ crowd with greater flexibility of time and more disposable income, also this segment continues to be interested in "all gay" type of destination
 - Apps vs mobile website
 - QR codes are a fad

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- Also same-sex weddings continue to be a big business, but dollars are lesser than previously projected
- Radu Luca and Bob Sanborn have set up a consultation session with Matt Skallerud of Pink Banana on 11/21 re: social media strategy
- Mike Peregón to represent Provincetown at Fort Lauderdale Pride, March 10-11

Motion: Move to approve \$350 for renting a booth at the Fort Lauderdale Pride, March 10-11, 2012

Motion: Kathleen Fitzgerald

Second: Jim Bakker

7-0-0

Social Media Update (Radu Luca)

Our first Facebook ad campaign has cost us \$164.60 to date and has resulted in approximately 470,000 impressions, 436 clicks and 263 connections.

~ **9,100** fans and 

~ **430** fans “talking” about Provincetown at any given time

Monthly Facebook Interactions:

- post views: 359,376  **103%**

- post feedback: 2,129  **297%**

- new “likes”: 431  **148%**

4. Marlo PR firm

- Marlo completed their annual editorial update for us. For twelve months ending October 2011 they generated editorial coverage of approximately \$575,000.

Motion: Move to approve up to \$300 plus travel expenses for Marlo to meet with the VSB on 12/2.

Motion: Mike Peregón

Second: Jim Bakker

7-0-0

5. Final-report status of all FY 2011 grants

Bob noted that at this point approximately \$8,000 of unused FY 2011 tourism grants will be closed out later this year to reallocated towards FY2013 Grants (Cape Cod Classic \$1,000, Men of Color \$3,000, Provincetown Theater \$1,000, and Library kiosk \$3,000).

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The Board requested that the PBG and Provincetown Chamber provide an update of how they used their co-op grants at a future VSB meeting.

6. Purchase of Bike Safety and Map brochure

David Gardner requested additional funding for the brochure to promote bike tourism to expand from a tri-fold brochure to a fourfold brochure.

Motion: Move to approve an additional \$400 from our Marketing budget for the printing cost of a four-fold instead of a 3-fold for bike safety and map brochure.

Motion: Mike Peregon Second: Kathleen Fitzgerald 7-0-0

7. Approval of Minutes

Motion: Move to approve minutes from 11/2/11.

Motion: Hersh Schwartz Second: Rick Murray 7-0-0

Motion: Move to approve minutes from the joint meeting with the BoS on 11/14/11.

Motion: Mike Peregon Second: Jim Bakker 7-0-0

8. Old Business: None

9. New Business: None

Move to adjourn

Motion: Mike Peregon Second: Marian Peck 7-0-0

Meeting was adjourned at 5:15pm.

Respectfully submitted,

Radu Luca