

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
December 02, 2011 10am
Tourism Office 330 Commercial Street**

Members present: Mick Rudd, Chair; Jim Bakker; Marian Peck; Michael Peregou; Rick Murray

Members absent: Hersh Schwartz; Kathleen Fitzgerald, both excused

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

Meeting was called to order at 10 am

Others: Candy Collins-Boden, Marlo Fogelman; Ariel Sasso; Amelia Sutton

1. Public Statements

- Candy commented that the Town looks beautiful, and that because of the holiday lights, it is “sparkling.”

2. Tourism Director's report

- A. Approval of media placements, brochures, trade shows

Media Placements:

- Tom on Tour: This is a publication we've advertised in for the past 3 years. It's an annual tour guide that is distributed mostly in Germany and the UK (60,000 copies). They are offering a 2 page spread for \$3,550, similar to last year. This is inside our print media budget.

Motion: Move to approve \$3,550 for two page spread and the included electronic version, provided we may proof the copy, in Tom on Tour 2012.

Motion: Jim Bakker

Second: Mike Peregion 5-0-0

- Peter Demers and Steve Lyons have proposed advertising in their web magazine www.OneNewEngland.com . Specifically they are offering a tile ad and guaranteed 2 articles per month on Provincetown for \$100 per month for six months. This request is outside our Marketing budget. They have a circulation of 30k from all over the world.

Motion: Move to approve \$600 for tile ads in 6 months of OneNewEngland with the caveat that the Tourism Office staff may determine dates and content.

Motion: Mike Peregion

Second: Jim Bakker

5-0-0

- Patricia Zur is launching Provincetown Insider, a guide for dining, galleries and shopping which will be promoted outside of Town. She will give us a 4-page spread and will include us on her website for \$2380 (or a proportionate amount for a smaller ad). She has given us free ads in the past.

Motion: Move to approve \$690 to place a one-page ad in Provincetown Insider, provided we can edit and proof the advertorial, and that the ad focus on history and the art colony.

Motion: Jim Bakker

Second: Mike Peregion 5-0-0

B. VSB Administration

VSB Administration:

- Calendar insert into Banner: Bob checked with the Banner and they do offer an insert service for the Calendar of Events, as follows: \$80 per thousand. Full circulation is 7,500 or \$600. Approximately 3,500 is circulation for subscribers (i.e. second home owners) or \$280.

Motion: Move to approve up to \$1200 to insert the 2012 Calendar of Events to subscribers of Banner in two different issues, dates to be determined by the Tourism Director (after the new year, and in mid year).

Motion: Rick Murray

Second: Jim Bakker

5-0-0

- Annual membership of \$100 is due to US Route 6 Tourist Association.

Motion: Move to approve \$100 for 2012 annual dues to US Route 6 Tourism Association.

Motion: Rick Murray

Second: Marian Peck

5-0-0

C. Social Media Update (Radu)

- Our first Facebook ad campaign for November is now complete and we had over 1 million impressions for a cost of \$350. We have now begun the next campaign for the month of December.
- **Facebook:**
 - ~ **9,400** fans and 
 - ~ Facebook Ad Campaign: 1,000,778 Impressions, 844 clicks, 495 connections
- Monthly Interactions:**
 - post views: 324,548
- Monthly Active Users:** 7,500

3. Annual Update from PR Firm Marlo Marketing

- Marlo Fogelman, Amelia Sutton and Ariel Sasso from Marlo Communications attended the meeting. Marlo reported that in this past year they had obtained editorial value of over a half-million dollars; that there were longer and more substantive stories; that Provincetown is frequently included in Cape and Island articles; that Provincetown events have been noted by BizBash; that there are many articles about dogs, the lobster pot tree, Holly Folly, and Provincetown holiday lights in Yankee magazine and in the Boston Globe.
- The VSB and Marlo had an engaged dialogue about different ways to ramp up promotional efforts during 2012, including additional press trips, and bringing Provincetown to different cities. Bob agreed to reconcile the marketing budget and to bring the updated figures to the next VSB meeting so they can determine if there's additional marketing money that may be allocated to press trips.

4. **Approval of minutes for 11/16/11**

Motion: Rick Murray

Second: Marian Peck 5-0-0

5. Old Business: None

6. New Business: None

Meeting was adjourned at 12:30 pm

Respectfully submitted,

Jackie Kelly

