

**Town of Provincetown
Visitor Services Board
Meeting Minutes from October 17, 2012—3:00 pm
Tourism Office, 330 Commercial Street**



Members present: Jim Bakker- Vice Chair, Michael Peregon, Marian Peck, Hersh Schwartz, Rick Murray, Lynn Mogell

Members absent: Mick Rudd, Chair- excused

Meeting was called to order at 3:00 pm by Jim Bakker

Staff: Anthony Fuccillo, Radu Luca

Others: Ewa Nogiec, Candice Collins-Boden

Agenda:

1. Public Statements—Five minutes maximum. Board members are not obligated to respond to Public Statements.

Ewa Nogiec, the designer of the Historic Walking Tour brochure, presented a new quote for the Historic Walking Tour Brochure to include the original folding. The VSB previously approved \$6,225 plus shipping for the printing of the brochure, but the quote did not include the folding. There is a \$284 differential and the new overall quote if for \$6999 shipping included.

Motion: Move to approve an extra \$284 to cover for the folding of the new Walking Tour Brochure.

Motion: Hersh Schwartz

Second: Mike Peregon

6-0-0

2. Requests: Discussion dependent. Votes may be taken.
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3. Tourism Director's report

A. Approval of media placements, brochures, trade shows-- Tourism Director recommends media placements, brochures and other collateral to promote and market Provincetown as a tourism destination, or town representation in trade shows. Discussion dependent. Votes may be taken.

- **Fall Radio:** Spots on Ocean 104.7, WCOD & Cool 102 will began on 10/15 promoting Halloween in Provincetown – Schedule for rest of the year is in place
- **Spring Radio:**

Motion: Move to approve \$15,000 for Spring Radio Advertising Campaign

Motion: Rick Murray

Second: Hersh Schwartz

6-0-0

Discussion: Mike Peregon asked whether the Tourism Office would advertise on the same radio stations. The VSB agree the current radio stations we're currently advertising on best suit our needs because of their reach and mixed audiences.

- **Cape Cod Times:** Ran first two of 13 ads in Sunday CCT on 9/30 & 10/14

VSB reviewed the ads placed in digital and print media. Feedback was provided on ads placed in Bay Windows and Cape Cod Times. Marian Peck and Rick Murray observed the First Annual Provincetown Health and Fitness Expo received separate and more prominent placement than other events. Tony Fuccillo thanked them for the feedback and welcomed future feedback.

- **International Strategy:** Marmillion + Company is working on a two pronged international strategy. One to establish a type of fall homecoming period where we do outreach for foreign student programs associated with regional universities and a second broader ad placement strategy for the international market. For the latter, we would target GLTB audiences, arts, green, history, and photography audiences. They don't have a final strategy nailed yet. They are creating a framework and then we will meet to discuss.

B. VSB Administration

- **Tourism Marketing Fund:** \$243.856
- **FY 2014 Five Year Plan:** Edits are completed – waiting to get on BOS agenda
- **Chuck Anzalone:** contacted the Tourism Office to express concern about the new graphic artist using his photography – Chuck always provided photography at no additional cost – If VSB continues to use images from the Tourism Photo Library

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Chuck would like to be compensated – This will exclude the photos from four summer weeks received. He was compensated \$1,000 for these photos.

The VSB believes we should make a clean break and move forward with new images. The Tourism Director should look into whether there was a contract between the Tourism Office and Chuck Anzalone or what the agreement was to use Chuck’s photos.

Motion: Move to approve money previously approved to authorize the Tourism Director to publish an RFP for Photographer for purpose of updating stock images and library photos, for FY2013, not to exceed \$10,000 annually, be used for a la carte photography needs.

Motion: Rick Murray

Second: Hersh Schwartz

6-0-0

- **iPtown:** We have a draft of the Persource contract. Anthony’s is on the contract ONLY as a point contact. The official client is The Town of Provincetown. Radu and Tony are reviewing the contract draft. The Marmillion group reviewed the contract, and we want to share the draft with the VSB to make sure it aligns with everyone’s mutual understanding of things as they have been presented to you along the way. Though the bid came in at \$18,500, the amount on the contract is \$19,000, which includes the \$500 dollars for 12 months of hosting and support (after the first 90 days, which are free). These are the annual charges mentioned in previous conversations related to the management and maintenance. This was not included in the bid to build the app. It would be in our best interest to contract Persource for this function and include in the contract.

Motion: Move to approve \$500 for 12 months (following first 90 days which are free) of hosting and support of iPtown Application by Persource – Plus any applicable taxes

Motion: Rick Murray

Second: Marian Peck

6-0-0

Discussion: Mike Peregon asked whether the app would provide a good ROI for Provincetown. It is the Board’s feeling that we’d know within the year whether this was the case.

Social Media Update (Radu)

- Radu provided a social media update

4. Board Members’ Statements—comments from Board members. Discussion dependent. Votes may be taken

Jim Bakker

Lynn Mogell- asked whether the applications for grants must be for events promoting the shoulder season. It’s mentioned in the Five-Year Plan that “Shoulder season events continue to help support year round visitation to Provincetown” and “investment by the Tourism Fund for

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these marketing efforts support the on-going success of many of these events, and expands the reach of marketing dollars in niche markets. Funding from these grants supports new events, and shoulder and off-season events.”

Women’s Week was successful at bringing younger demographics to Provincetown for this event, which was achieved through strategic ad placements and more social media advertising.

Hersh Schwartz

Rick Murray – likes that the Board is presented with a record of how much of the budget has been spent and how much is still available.

Women’s Week was very successful and Halloween announces itself to be a good weekend as well.

Ragnar Relay is coming back first weekend in May 2013. In 2012 RR brought over 3,000 people To Provincetown.

Mike Peregón

Marian Peck

5. Approval of Minutes

Motion: Move to approve the minutes from 10.3.2012.

Motion: Rick Murray

Second: Lynn Mogell

6-0-0

Motion: Move to adjourn

Motion: Rick Murray

Second: Lynn Mogell

Meeting was adjourned at 4:33 pm.

Respectfully submitted,
Radu Luca