

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
May 16, 2012-- 3:00 pm
Tourism Office 330 Commercial Street**

Members present: Mick Rudd, Chair; Jim Bakker, Vice Chair; Lynn Mogell; Marian Peck; Michael Peregón; Rick Murray

Members absent: Hersh Schwartz (excused)

Meeting was called to order at 3 pm

Staff: Bob Sanborn; Radu Luca; Jackie Kelly

Others: Candy Colins-Boden

Agenda:

1. Public Statements
 - a. Candy and all present welcomed Lynn Mogell, our new Board member
 - b. Candy spoke about Campus Provincetown, and its re-energized mission to function as an umbrella for various classes and instruction in Provincetown. They offer a \$500 membership fee to teaching organizations, and a \$250 affiliate fee to all others; each comes with a full page ad in their catalog.

Motion: Move to approve \$250 to join Campus Provincetown as an affiliate member.

Motion: Marian Peck

Second: Mike Peregón 6-0-0

2. Tourism Director's report

- A. Approval of media placements, brochures, trade shows
- Cape Cod Life: produces an annual Art issue in July. We took an ad out last year. They're offering the same price of \$500 for a ¼ page ad.

Motion: Move to approve up to \$1,000 for a half-page ad in Cape Cod Life.

Motion: Move to approve \$1,000 for full page ad in Out in Maine magazine pride issue.

Motion: Rick Murray

Second: Marian Peck 6-0-0

B. VSB Administration

- Unspent Marketing budget for FY2012:
 - \$76,000 Funds available as of last meeting
 - (\$1,295) Early bird registration to ABA Marketplace
 - (\$4,000) Best Read Guide
 - (10,000) Incremental increase to FY2013 Co-op Grants to Chamber/PBG
 - (16,000) Potential incremental increase to FY2013 PR Firm Contract
 - (7,000) Potential incremental increase to FY2013 Graphic Artist Contract
 - (10,000) Potential contract to FY2013 Photographer contract
 - (400) Table skirt for trade shows
 - \$27,305 Remaining
- Meeting with BOS on May 29th to request approval for FY2013 Tourism Grants and Co-op Marketing Grants with Chamber/PBG. Reconfirming attendees are Bob, Mick, Rick and Marian, so we will not post as a joint meeting because less than quorum. Mick advised that he will not be able to attend the BoS meeting. Rick agreed to speak for the VSB, if need be.
- RFPs for PR Firm, Graphic Artist and Photographer are out with a deadline of June 7 for submission. We will use meeting of June 20 to review submissions. Based on VSB recommendation, we'll need to get ratification from BoS, so there may be a short gap in service. Suggest getting on BoS Agenda for last meeting in June to approve recommendations for RFPs.
- VSB will have a special meeting on June 11 at 1pm to review the RFP applications, and we will then ask the successful applicants to interview on June 18 at 11am. Decisions will be made on June 20 at the regular VSB meeting, and those decisions will be brought to the BoS meeting on June 25 for ratification.
- We have about \$22,000 (including \$15,000 from the VSB) for the Fourth of July Fireworks, but need another \$6,000. All donations are welcome.

Social Media Update (Radu Luca)

Facebook Stats (4/15 – 5/12):

- ~ 15,044 fans and 📈
- ~ 1,201 fans “talking” about Provincetown at any given time 📈
- weekly reach: 27,169
- friends of fans: 4,821,555 📈

more

“Like” sources:

- 127 on Page
- 81 Facebook Recommendations
- 33 Ads and Sponsored Stories

Source: Facebook- Page Insights for Provincetown (May, 14)

Social Media General:

- Twitter: 1,086 followers and 
- Google+
- Pinterest
- Foursquare

Blogging

- Blogspot

3. Art in Windows: not discussed

4. Approval of Minutes: None

5. Old Business: None

6. New Business: None

Meeting was adjourned at 4:45 pm

Respectfully submitted,

Jackie Kelly