



**Town of Provincetown
The Visitor Services Board
January 3, 2019, 9:30 a.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA**

Start Time: 9:30 a.m.

Attending – Rick Murray, Chair; Lesley Marchessault, Vice Chair; Susan Avellar, At Large; Andrea Sawyer, At Large; Regina Cassidy, At Large; Jay Gurewitsch, At Large; Robert Sanborn, At Large – via phone

Staff: Anthony Fuccillo, Director of Tourism; Nina McCormack, Assistant Director of Tourism

Minutes:

1. Public Statements - Board members are not obligated to respond to public statements

- a) **John Thomas, Great Music @5.** JT thanked the VSB for past support and updated them on marketing progress which included online ticket sales; new sponsors and diversifying the programs and sponsors. JT ended by requesting continued support.
- b) **Ian Edwards, producer of Broto, Tedx Provincetown** (and assisting with the production of two new events including Improvincetown and End of the Earth Comedy Arts Festival). Ted^x Provincetown will hold its second event but this is the first application to the VSB. The event is broadcasted live stream which is one way it reaches other regions. There have been 23,000 views of the 10 videos. Thanked the VSB for their consideration
- c) **Michael Kelly, Board member of the Provincetown Business Guild and Chair of the new LGBTQ Welcome Center.** The LGBTQ Welcome Center has a separate mission from the PBG. The mission is to serve the community. It will act as a resource center as well as host forums and programs. There will be an editor series (Jeremy Hobson) and one other. Jason Seacat will host a forum on communications on LGBTQ hate crimes and other presentations will include the Victory Institute and Family Equality Council. Thanked the VSB for their consideration.
- d) **Stephen Hooper, Vice President of the Provincetown Business Guild.** Stephen stated that he wanted to let the VSB know there are four event applications and one marketing application submitted and they are excited about what we provide to the Town and we are available if you should have any questions during the review process.
- e) **Robin Lapidus, Executive Director of the Provincetown Business Guild** and Acting Executive Director of the LGBTQ Center - Robin thanked the VSB and mentioned last year was the first time Pride was produced and it was successful. The Global Rainbow was a hit. There were 48 million views of the press that was released. Robin attended the Community Marketing Initiative Conference and Provincetown was a main focus. It was full of many global people. Carnival is a 40 year success and takes a lot of work to keep it fresh... We appreciate the matching grant support.
- f) **Radu Luca, Executive Director of the Provincetown Chamber of Commerce.** Radu thanked the VSB for their support through the Coop Marketing grant and is aware that there is now a new process. The majority of any awarded money will go toward the production of the visitors guide and the plan to focus on social media and less print work.

2. Discussion of Provincetown Businesses in Advertising

- RM stated a reminder that advertising through the Tourism Office should not mention individual businesses by name. There are hundreds of businesses that all need to be represented.

3. Media Placement & Activity:

a) Digital Display and Social Media Advertising Jan-Jun \$50,000

Recommended motion to authorize \$50,000 for Red Thread Digital Advertising Campaign

LM Motion RC 2nd

Discussion:

- SA asked if there is creative to review. RM stated there is not as The Spark Group needs a payment before we see creative
- JG asked why the Arts are in March and not February as requested. AF stated that it was requested it to be moved. Art is usually in the spring time. LM stated that Art should be promoted is year-round... But there can be a push for it in February. AF stated that Art will run through June
- RM reminded that all these items should be pushed throughout the year.
- SA wants it throughout the year; RC stated she also wants to see the arts continuously throughout the year
- RM requested the fall report from Spark
- SA repeated she would like to see a mock up before the money is put forward. AF stated that Spark and Red Thread work together so they have to pay them first
- RS stated that the funds are already in the plan and the 5 year plan
- RM suggested Susan's comments be relayed to Red Thread

Recommended motion to authorize \$50,000 for Red Thread Digital Advertising Campaign

LM Motion RC 2nd All in Favor 7-0-0

New England Traveler Visitor Center and Tradeshow Distribution Representation

- AF stated we have advertised in it for years and the Magazines are distributed at trade shows. The Cape Cod Chamber splits a full page with us. Distribution is 60,000 and a linked on New England Tourism Center website.
- RM asked how much a full page ad would cost and maybe place and ad with the PBG and chamber.

Recommended motion to authorize \$2238.52 USD including Canadian taxes plus shipping for New England Tourism Center

JG: motion LM: 2nd All in Favor 7-0-0

Tourism Administration:

a) Website Developer Update

- Contract has been signed by both parties
- Bellweather research and statistical information gathering in process
- Website kickoff meeting January 9, 2019 with working committee.
Committee includes:
Bellweather
Red Thread (Nadine)
Jay Gurewitsch
Beau Jacket
Nina McCormack
Tony Fuccillo
- Navigation Workshop February 7, 2019
Bellweather in person
Working Committee
Member of VSB
Stakeholders
- RM Stated to build consensus early and to confirm K. David Weidner is involved

b) 2019 Calendar of Events:

- Printing Gatefold Brochure
- Qty: 2,500 @ \$1200 5,000 @ \$2450 10,000 @ \$3300

Recommended motion to authorize \$2,450 for Sunderalnd Printing

LM: motion JG: 2nd All in Favor 7-0-0

4. Discussion and recommendations for fiscal year 2020 Tourism Grants

FY20 - Event Marketing Grants - Recommendations

1. Afterglow – AWARD: \$4,200
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, RS
2. Annual Halloween Ball – AWARD: \$2,500
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, RS
3. Broto – Art, Science Collaboration – AWARD: \$3,200
AS - motion to approve; RS 2nd the motion
Motion passed, 6-0-1. AS, SA, RC, LM, RM, RS – JG Recused
4. Cabaret Fest – AWARD: \$3,200
AS - motion to approve; RS 2nd the motion
Motion passed, 6-0-1. AS, SA, RC, LM, JG, RS – RM Recused
5. Canteen Holiday Market AWARD – \$1,250
AS - motion to approve; RS 2nd the motion
Motion passed, 6-0-1. AS, SA, RC, LM, RM, RS – JG Recused
6. Cape Cod Classic (National Gay Pilots) – AWARD: \$500
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, RS
7. Carnival – AWARD: \$3,600
AS - motion to approve; BS 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, RS
8. Day of the Dead Festival – AWARD: \$1,500
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, RS
9. Encaustic Conference – AWARD: \$1,800
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, RS
10. End of the Earth Comedy Arts Festival – AWARD: \$750
AS - motion to approve; RS 2nd the motion
Motion passed, 6-0-1. AS, SA, RC, LM, RM, RS – JG Recused

11. Family Week: AWARD – \$800
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, RS
12. Fantasia Fair: AWARD – \$2,500
AS - motion to approve; RS 2nd the motion
Motion passed, 6-0-1. AS, SA, RC, LM, JG, RS – RM Recused
13. First Light Provincetown – AWARD: \$7,500
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, RS
14. Girl Splash: AWARD – \$5,800
AS - motion to approve; RS 2nd the motion
Motion passed, 5-0-2. AS, SA, LM, JG, RS – RM Recused, RC Recused
15. Great Music on Sundays @5 – AWARD: \$2,200
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, RS
16. Great Provincetown Schooner Regatta – AWARD: \$6,000
AS - motion to approve; RS 2nd the motion
Motion passed, 6-0-1. AS, RC, LM, RM, JG, RS – SA Recused
17. Holly Folly – AWARD: \$6,500
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, RS
18. Improvincetown – AWARD: \$500
AS - motion to approve; RS 2nd the motion
Motion passed, 6-0-1. AS, SA, RC, LM, RM, RS – JG Recused
19. Jamaica On Film – AWARD: \$500
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, RS
20. Mates Leather Weekend – AWARD: \$4,000.
AS - motion to approve; RS 2nd the motion
Motion passed, 6-0-1. AS, SA, RC, LM, JG, RS – RM Recused
21. Miss Gay MASS US of A – AWARD: \$2,500
AS - motion to approve; RS 2nd the motion
Motion passed, 6-0-1. AS, SA, RC, LM, JG, RS – RM Recused
22. Mr. New England Leather – AWARD: \$2,700
AS - motion to approve; RS 2nd the motion
Motion passed, 5-0-2. AS, SA, LM, JG, RS – RM Abstain, RC Recused

23. Open in Provincetown – AWARD: \$0
RM a motion to approve; LM 2nd the motion
Motion passed 7-0-0. AS, SA, RC, LM, RM, JG, RS
24. Outer Cape Chorale Concerts – AWARD: \$2,000
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, RS
25. Paint the Race – AWARD: \$0
RM a motion to approve; LM 2nd the motion
Motion passed 7-0-0. AS, SA, RC, LM, RM, JG, RS
26. Peregrine Theatre Ensemble – AWARD: \$2,200
AS - a motion to approve; SA 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS
27. Portuguese Festival – AWARD: \$6,000
AS - motion to approve; RS 2nd the motion
Motion passed, 6-0-1. AS, RC, LM, RM, JG, RS – SA Recused
28. Provincetown Book Festival – AWARD: \$1,500
AS - a motion to approve; SA 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS
29. Provincetown Coastal Rowing Regatta – AWARD: \$1,500
AS - motion to approve; RS 2nd the motion
Motion passed, 6-1-0. AS, SA, RC, LM, JG, RS – RM No
30. Provincetown Dance Festival – AWARD: \$750
AS - a motion to approve; SA 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS
31. Provincetown Int'l Film Festival – AWARD: \$17,000
AS - motion to approve; RS 2nd the motion
Motion passed, 6-1-0. AS, SA, RC, LM, RM, RS – JG No
32. Provincetown Pride: AWARD – \$10,000
AS - a motion to approve; SA 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS
33. Provincetown Swim for Life – AWARD: \$1,500
AS - motion to approve; RS 2nd the motion
Motion passed, 6-0-1. AS, RC, LM, RM, JG, RS – SA Recused
34. Ptown Classic Women Flag Football Tournament – AWARD: \$500
AS - a motion to approve; SA 2nd the motion
Motion passed, 5-2-0. SA, RC, LM, JG, BS – AS No; RM No

35. Single Women's Weekend – AWARD: \$4,800
AS - motion to approve; RS 2nd the motion
Motion passed, 5-0-2. AS, SA, LM, JG, RS – RM Abstain, RC Recused
36. TED^x Provincetown – Award: \$2,000
AS - motion to approve; RS 2nd the motion
Motion passed, 6-0-1. AS, SA, RC, LM, RM, RS – JG Recused
37. Tennessee Williams Theater Festival – Award: \$8,500
AS - motion to approve; RS 2nd the motion
Motion passed, 6-1-0. AS, SA, RC, LM, RM, RS – JG No
38. Twenty Summers – Award: \$1,750
AS - motion to approve; RS 2nd the motion
Motion passed, 6-0-1. AS, SA, RC, JG, RM, RS – LM Recused
39. Women of Color - Award: \$5,500
AS - motion to approve; RS 2nd the motion
Motion passed, 5-0-2. AS, SA, LM, JG, RS – RM Abstain, RC Recused
40. Women's Media Summit – Award: \$2,300
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, RS
41. Women's Week – Award: \$8,750
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, LM, RM, JG, RS – RC Recused
42. WOMR Benefit Film Series – Award: \$750
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, RS
43. World Fest – Award: \$500
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, RS

FY20 Matching Marketing Grants (July 1, 2019 to June 30, 2020)

44. Center For Coastal Studies – Award: \$4,500
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, RS
45. Fine Arts Works Center – Award: \$4,500
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, RS
46. Pilgrim Monument & Ptown Museum – Award: \$2,700
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, RS

- 47. Provincetown Art Assoc. & Museum – Award: \$4,500
AS - motion to approve; RS 2nd the motion
Motion passed, 6-0-1. AS, SA, RC, JG, RM, RS – LM Recused

- 48. Provincetown Business Guild – Award: \$15,000
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, RS

- 49. Provincetown Chamber of Commerce - \$15,000
AS - motion to approve; RS 2nd the motion
Motion passed, 6-0-1. AS, RC, LM, RM, JG, RS – SA Recused

- 50. Provincetown LGBTQ Welcome & Resource Center – Award: \$7,500
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, RC, LM, RM, JG, RS

- 51. Provincetown Theater – Award: \$4,500
AS - motion to approve; RS 2nd the motion
Motion passed, 7-0-0. AS, SA, LM, RM, JG, RS – RC Recused

Motion to adjourn at 4:50 p.m.

Motion: JG 2nd: RC All in Favor 7-0-0

Respectfully Submitted,

Nina Cantor
Assistant Director of Tourism