



**Town of Provincetown
The Visitor Services Board
February 25, 2019, 3:00 p.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA**

Start Time: 3:00 p.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;

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

Minutes:

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

- a) **Radu Luca, Executive Director of the Provincetown Chamber of Commerce.** Radu thanked the Tourism Office and volunteers for helping. The booth was well put together and was eye-catching as was the mural and audio/visual. I attended a re-cap meeting with Lynette and discussed what could be improved and we should set up goals for next year and what are we trying to achieve. Radu also stated that the H2Bvisa caps for 2019 and there is recruitment playbook for Puerto Rico available. You can receive it from the CCCC.

2. Provincetown Business Guild Update from VSB Representative

- a) RM announced Robin Lapidus' departure and Bob Sanborn is the interim director. Robert Sanborn sent an email that he is stepping down as the At Large VSB member.

3. Recap of New York Times Travel Show (from the Director's Report)

- AF – Red Thread is unable to attend today's VSB meeting but would like to present the report from the show.
- AF reviewed content from the Director's report.
- There were 730 exhibitors, from 36 countries. The booth was between lake placid lodge and New Hampshire. We had a table in the LGBT section. Girl Power productions was also there. Lynette Molnar was invited to the recap meeting.
- AF stated that they received 92 leads of media. Most were young bloggers who don't have a lot of followers yet. Travel people/writers and journalists and photographers also attended.
- We engaged with 584 consumers. Many had heard about Provincetown but hadn't been here in years. It was good for prospecting and re-targeting. Most people wanted to know where Provincetown is and always ask how to get here. Food Culture was big as was Drag culture. Many asked about off-season and if it were aware it is affordable.
- Of 1,938 leads, 1212 of them were from LGBT table. The Tourism booth spoke with most of leads personally, while PBG's leads were more random.
- AF shared that nametags of attendees were all able to be scanned for contact information and JG added that the only people scanned were one's they were having conversations with.
- RC asked if people were asking the same questions and interests as last year... AF replied that the interest was still food, like last year.
- AF stated that Nadine Licostie, JG, Radu Luca and AF volunteered. Lynette Molnar and Anna Meads were at the LGBTQ section.
- AF recommends that next year they attend the International Media Marketplace (IMM), which is an event that is held a day before the NYTTS. This year IGLTA asked people to come to a hotel in NY the night before and two people from each destination could attend. Fred Latasa (President of the PBG Board) and AF attended. AF stated that they spoke with a lot of people, and most stopped by the booth the next day. IGLTA had hoped to have 20 destinations and they only got 8 and may not be a good value for the expense.
- The International Media Marketplace New York is the industry's leading event for the media to meet travel and tourism brands. This event provides the attendees with an opportunity to meet top travel journalists, editors and

broadcasters to discuss their news, events, and developments. Companies like Conde Naste and other large companies attend. Appointments can be requested.

- AF shared a photo of the floor plan. AF and Nadine Licostie walked through the show and at the activities. They recommend having a bigger space and isolating Provincetown. There is more activity in the 20'x20' section.

LM Motion

JG 2nd

Discussion

- RG asked what we consider the criteria for a successful trade show before we speak about expanding.
- AF stated that part is the human factor.... We don't have an ROI directly... we don't sell anything. Once we have emails, we are able to reach them the attendees. Last year we had 900 emails and there was a 200 drop out... but the rest did not. The follow-up is in email only.
- SA asked what the booth cost. Why the difference? AF – we know certain costs that we can get approved in advance... There are other things out of our control (shipping, electric, etc.).
- SA asked how you guarantee we will get the two spaces? AF – I called Cindy and she said she would hold them for us. LGBT booth is also included in the amount. The monitor we rented cost \$2000 and was paid for out of the “creative” account.
- AS asked if the figure includes travel? AF – No
- RM added up the costs and believes it will be between \$10,000 and \$12,000 for next year.
- Jay stated that at the post meeting, my concern for next year is that we have not been able to state concretely “this media came from this show.” I know that very few are serious media. RM stated to let Red Thread answer that question.
- LM questioned if AF is asking whether we should not be in the LGBT location. AF – I do think we should be in that section but it will be interesting to see if PTOWN for women is doing it on their own... Maybe the PBG can afford to do it on their own next year. LM asked if AF would like a motion for the IMM conference today. AF said that we can wait until March. We need the money now to reserve the booths. Nadine feels we should be part of Tastes of the World. Maybe chefs would want to get together (restaurants) and get a booth?
- RM – Since there is a transition at the PBG – put an email request to Bob Sanborn about collaborating with them for funds instead of us paying for everything. There were issues that happened with the back-drop and didn't go as well... outside the control of Red Thread and the Tourism department and all that should be worked out before the holidays. RM feels we should invest in LGBTQ tourism but we need better communication with the PBG. Some things were dropped at the way-side like flags. We need to be more professional.

Recommended motion to authorize \$10,000 plus media, shipping and travel for the New York Times Travel Show, to be expended in fiscal year 2020

LM: Motion

JG 2nd

All in Favor 6-0-0



Media Placement Creative Work & Activity:

AF would like to do a sponsored content with Towleroad

- Sponsored content post written by Andy Towle and edited and by Nadine Licostie
- Social Media Post
- Premium Run of Site digital display ads
- In-Content static banner on Towleroad website
- Promotion in daily email with sponsored content story

Ads run for 4 weeks and the stories can be shared on social media and even boost them.

Recommended motion to authorize \$4,000 for AskTell Media

JG: motion RC: 2nd

Discussion:

- RM asked Tony why he would like to advertise in Towleroad. AF responded that we need something strong in the LGBTQ arena... you get a lot for you money.
- SA asked if the Board will see things before they are posted. AF responded that the staff does.
- JG asked if the campaigns are moving forward. AF responded yes and will . And I will email the comps to the VSB
- AS questioned why we are marketing to people who are already coming here. AF replied that we are marketing to that demographic but not everyone comes here.
- RM added that many of my promotions to the gay audience are people who are influential.

Recommended motion to authorize \$4,000 for AskTell Media

JG: motion RC: 2nd All in Favor 5-1-0 (SA abstained)

Greater Boston Concierge Association

2019 Annual Dues \$450.00

- The Greater Boston Concierge Association (GBCA) is comprised of member Concierges and guest service personnel from a collection of premier hotels and condominiums in the Greater Boston area, as well as affiliate members from variety organizations.
- Promote tourism in and around the city of Boston and create a positive image of the Greater Boston area and its businesses
- Develop unity among hotel/residential/corporate Concierges and guest service personnel through social interaction as well as the circulation and discussion of material and activity information
- Foster participation from Greater Boston area businesses and institutions to provide quality service to our guests and residents

Recommended motion to authorize \$450.00 for Greater Boston Conceirge Association

SA: motion LM: 2nd All in Favor 6-0-0

U.S. Route 6 Tourist Association

- 2019 Annual Dues \$150.00
- A nonprofit organization dedicated to the economic development and cultural preservation and tourism of cities, small towns and rural communities located along all 3,652 miles of the Grand Old Highway, a.k.a. as the "Grand Army of the Republic Highway"
- Promotes drive market and automobile tourism

Recommended motion to authorize \$150.00 for U.S. Route 6 Tourist Association

LM: motion RC: 2nd All in Favor 6-0-0

Prospect Survey

- AF stated that we are collecting data through spark and Bellweather and we are in discussion with MTI. If we don't do a robust survey, MTI recommends we do something else. Nadine will discuss it on March 18th.

Social Media Campaign – The Spark Group

- Nadine and Daniel Holtzman want to present their findings to the VSB. The Tourism Department also asked for a recap of the Fall Campaign. There is great info available that Nadine wants to share.
- RM stated this is why we hired Red Thread. We are over 1000% increased from where we were. Traffic has gone way up.
- Jay asked which ads didn't work and what was targeted for those ads.
- RC also wants to know which ads didn't work. She expressed concern that HAIR advertisement is the only one. AF explained it is just one photo of a carousel of ads. If someone clicks on the ad, it went to the Tourism website and a landing page was created with the entire list.
- LM asked if we can we compare last year's results to this year.

Website update

- AF stated that the navigation workshop was held (10 people attended) and there are still interviews in process this week. In March Bellweather will share their findings and how they will move forward.
- RM asked if Bellweather speak with Nadine directly. RM feels NL she should be spearheading the project.
- SA stated that she loved the first navigation workshop.
- RM stated that he will be speaking with Bellweather tomorrow.

Motion to adjourn at 4:40 p.m.

Motion: JG 2nd: RC All in Favor 6-0-0

Respectfully Submitted,

Nina Cantor
Assistant Director of Tourism