



**Town of Provincetown
The Visitor Services Board
May 6, 2019, 3:00 p.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA**

Attending – Rick Murray, Chair; Lesley Marchessault, Vice Chair; Regina Cassidy, At Large; Jay Gurewitsch, At Large; David Burbank, At Large

Staff: Nina Cantor, Assistant Director of Tourism

Absent: Susan Avellar, At Large; Andrea Sawyer, At Large; Anthony Fuccillo, Director of Tourism – all excused absences

Minutes:

1. Public Statements

Robert Sanborn, Interim Executive Director, Provincetown Business Guild (PBG)

- BS reported that the PBG is alive and well and thank the VSB and Tourism Office for their support, especially for the Tourism Grants.
- In the 60 days he's been with the PGB: The guide was produced; Fundraising - selling ads, membership drive, bingo fundraisers and pulled in sponsors; Planned Pride; and we're bringing back the laser rainbow.
- Orbits rated Ptown the #1 destination to spend Pride! Only our second year! Last year was successful and we are hoping to exceed it this year.
- Orbit went viral and was picked up by multiple channels and we have had 68 million impressions of the article.
- There will be a Stonewall program including some of the original witnesses. And we are celebrating 15 year of same sex marriage in MA
- I distilled the mission down to very simplistic terms:
 1. Promote Ptown as an LGBTQ destination (which they have helped to create 40+ years ago). The PBG is the keeper of the franchise. The LGBTQ community views Ptown as symbolic and #1 gay community in the world which has positively impacted tourism in the local economy.
 2. We target market to the LGBTQ community. I think the mission is still vital and we still need to market this particular market in Ptown. All businesses benefit from 10-50% of LGBTQ dollars.
 3. We are event producers – Pride, Carnival, Holly Folly and several other things.
- I think our mission is still vital and the local businesses. So we will continue to help drive businesses.

Questions from VSB:

- DB – How does Pride line up with NY live and Boston Pride? BS – We are small. My understanding on why we didn't do one because people believe that we are Pride every day here and we had Carnival... When the article came out, we were surprised
- DB – and date wise? BS – I like the date – it's on the cusp of May and June and this year in particular with the anniversary of Stonewall.
- JG – I am amazed at 68 million impressions. I would love to see how we got there!
- RM – This is the reason – this is the biggest return on investment for our grants. It's huge! That is the same rational with the film festival. We are thrilled you are here and thank you!

Kate Steinberg – Outreach Manager for Curaleaf

- Curaleaf is an adult use dispensary and will be located under Joe's coffee and we offer educational programs. There are over 50 dispensaries in MA so finding cannabis is easy but finding reputable resources are harder to come by. My specific role is education. I have been in the business for 3 years. We hope to open in July. We are excited.
- RM – did you join the chambers and PBG? KS - Yes!

- Rick introduced the VSB. Welcomed them.

2. Director's Report

Media Placement Creative Work & Activity

- Digital Ads Report Update –The complete requested appendix to the annual digital campaign recap has not been received yet. Red Thread has provided a partial 2018 report with September through December ads with results of each ad.

Pending New Opportunities

- Huffington Post
 - Cost Prohibitive
- Broadway World
 - Reviewing 4 proposals from \$2,500 to \$10,000
 - Sponsored content, eblasts and digital impressions
 - Publish during first week in June leading up to Tony Awards
 - Ads will continue through the month of June
- American Art Collector
 - Sponsored Content
 - Full Page ad
 - Destination Listing
 - Proposal pending
- Pride Media
 - Out and Advocate
 - Sponsored content
 - Proposal pending

Photo Shoot

- Red Thread submitted a proposal
- VSB requested the photo shoots include Women of Color; Pride: Portuguese Festival
- Staff is reviewing the numbers and will inform the VSB regarding costs.
- RM asked if they will be shooting Memorial Day weekend with the younger lesbian demographics.
- NC – yes, we are trying to incorporate as many events as we can.
 - NC – Sara Funky created a video of Portuguese Festival last year which is now being released. Published April 27th <https://www.youtube.com/watch?v=5Ly44ptvmM> (1.8k viewer to date)
 - Includes a prize getaway

Website:

- Friday April 26: Held a Working Group Meeting with Bellweather to review the *User Research and Navigation Presentation*, and provided feedback.
- Wednesday May 1: Stakeholder screen share meeting to receive feedback and recommendations. The VSB received a copy of the presentation.
- The presentation included results from:
 - Google analytics research and drilling
 - Stakeholder Navigation Workshop results
 - Brand Development insights
 - Interviews with tourism influencers and leaders
 - Telephone Interviews with visitors and prospects
 - Brand awareness online survey results
 - Audience personal development
 - Website Key Performance Indicators established with benchmarks

- Ideal user audience “pathing” scenarios
- Story from visitor perspective
- We did ask Bellweather about hashtags and why #gay (variations of) were not included in the recent report. They responded that the results were based from analytics.
- Monday May 6: Begins first of 8 two-week creative sprints. As the creative sprints develop there will be stops scheduled for additional stakeholder screen share feedback meetings

Boston Spirt Magazine

- LGBTQ Executive Networking Night held at Thursday May 2nd at the Marriott Copley Place with a focus on LGBTQ tourism. PBG representatives Rick Murray, and Paul Nesbit, PBG Board Member attended to represent Provincetown
- RM – This has been a long standing event. There were over 1000 people attending. We had displays and bags. Every exhibitor wanted Provincetown Bags. There were local people and a lot of 2nd homeowners at the event. We got a great lead for David Weidner from Eastern Bank of NE and connected them. Real Estate Brokers attended.

Updates

- NC – The Chamber of Commerce has released their new guide. This month’s Boston Spirit magazine features an article on Lea DeLaria and there is also a Tourism ad.
- Tony is currently Greater Boston Concierge Association Hospitality Tradeshow.
- NC - The Tourism Volunteer program is starting on May 19th with 16 volunteers. They are located at both the Tourism office and Town Hall seven days a week. The firehouse rentals begin as well.

2. **Board Members’ Statements—comments from Board members.** Discussion dependent. Motions may be made. Votes may be taken.

JG asked the following questions:

- Broadway World – Is it online only or print as well. NC – online only.
- The photographer – is he local? NC – I am not sure but can find out.
- Any other press releases coming? NC – yes
- Firehouse – Is there any plan to renovate it? NC – not that I am aware of but everything has been cleaned out.

Supposedly they are going to do the electrical panel and it is a Town building so it is all handled by the Town.

JG –Film Production with High Town/Starz: From my perspective I am glad they will be filming in town its - 100 heads in beds. And they are likely to come back. And maybe they will come back regularly. It can be a great income stream. But I do have to say that the process was not handled well. And the people who needed to know were the last to know. And I understand there will be a process put in to place so everyone involved.

- RC – thank you to those who came forward for public statements. I want to talk about DP being in talks with Eversource for first light and then the flags. With David leaving, can someone follow up with Eversource? It’s important to let people know we are alive and open. And as far as the flags, can we move forward with that as well? RM – let’s wait for Tony as well as let Bob get settled and then the staff should meet so Bob can be updated. Our goal is to get things done in advance. And we still need the update on Fireworks. Let’s work with PBG together. NC – it seems that with Eversource the process can move very slowly. RC – that’s fine but let’s not let it drop.
- DB – Marketing fund – we have annual dues for national outlets - are we letting them know in advance about 2020? NC – we are waiting on Provincetown 400 for materials to show. We haven’t seen to many press releases or materials. Their website is active. They are working hard and I’m sure we will be able get materials soon but we need to wait until they release information so we are all saying the same message. RM stated that he has been speaking to David Weidner and they are working to move forward. He and Laurie Meads are working together along with Cheryl Andrews. They have a PR firm and they handle everything. NC – when things come our way, we do share them on Facebook. I believe we are creating promotional items for the event and Tony offered to support their marketing efforts.

- RM – Happy Bob that you are here. RM met with the Chief of Police and two High Town crew and attended the Monday Select Board meeting. It is up to the Board of Selectman to create a process for filming. If something is applied for, it goes to the Chief of Police and then the Town Manager and then if they don't think the permit should move forward, it does not get put on the agenda. There was pressure put on from Town Officials but it all happened before Town Meeting and the Chief had important priorities. But the Board of Select Board ultimately decides. I agree with Jay there needs to be a system in place. NC – Tony and Erin are working on research and a process. Martha's Vineyard and Nantucket have a strong process in place. RM – Tony and I had an email exchange and the PBG and Chamber should come together and figure out how to get the conversation rolling.

Edits to April 22, 2019 Minutes

- RM made some edits to the Minutes which were noted by NC

Motion to Adjourn at 3:56pm

Motion: LM Second: RC Motion Approved 5-0-0

Respectfully Submitted,

Nina Cantor
Assistant Director of Tourism