



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

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

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

Absent: Andrea Sawyer, At Large; Regina Cassidy, At Large - Excused absences

Minutes:

1. Town Board process for electing Chair, Vice Chair and Clerk

- Town Board Election of Officers
 - At the first meeting of a new fiscal year each appointed Board shall elect its Officers (Chair and Vice Chair) for the year. (Since the term of Finance Committee continues until July 15th to cover the end of the fiscal year, their election would occur at that time.)
 - An elected Board, at its first meeting after the Annual Town Election, and any time a position is open, shall elect a Chair, a Vice Chair, and other necessary officers.
 - If there is a need to reorganize, a Town Board/Committee may move to elect its Officers outside of the fiscal year cycle.
 - The first item on the agenda for the July 8, 2019 meeting (the first VSB meeting for fiscal year 2020) will be nominations and elections for the VSB Chair and Vice Chair.
 - The VSB Chair opens the floor for nominations. Once there is a nomination there needs to be a second, discussion, and a vote of the VSB; if the motion does not carry the VSB will continue the process until the Chair is elected. If the motion carries, the elected Chair will preside over the meeting and continue with nominations and election of the Vice Chair and other necessary Officers.
 - The names of the elected Officers shall be reported to the Town Clerk.

2. Public Statements

Radu Luca, Executive Director, Provincetown Chamber of Commerce

- Here to commend the Provincetown Business Guild and Bob with Pride. Only heard positive feedback. Great Job!
- This is the 2nd annual and I hope there is more to come. There is so much good press and it may snowball into something even bigger. Amex wrote an article.

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

- Just wanted to touch base and to thank the venues – A-House, Purgatory, and Velvet.
- Thanked the sponsors and local sponsors... there were so many and it takes a village.
- The initial reports were positive – the weather helps.
- This is our 2nd pride. Our goal was to try to cement the event as an annual event moving forward.
- As Radu mentioned that at this point we have gotten 125 million impressions for Pride. The PBG PR rep will do a final update this week.
- In terms of next year we want to make it more robust as far as the programming. We did the stonewall panel and rainbow. I was pleased with the sashay. We don't do a parade for pride. Next year we need more programming and a flagship Saturday night event. We had the nighttime venues that were well attended.
- 300 to 400 passed through the A-House. 180 passed through Velvet and 180 passed through purgatory. And there were other things that were happening that weekend.
- Next year tentative dates are June 5-7.

Questions/Comments from VSB:

- DB – Noticed a number of younger people who came in for Pride. They wanted to go to Tea and couldn't. BS – we are having a post meeting tomorrow. We do need to do something. It can't be the clubs.
- JG – How do the dates work with Boston Pride? RS will check and see. Boston pride is June 13th.
- LM – thank you Bob and congrats.

3. The Spark Group & Red Thread Calendar Year Digital Ad Review 2018

Dan Holtzman, Senior Analyst, the Spark Group

DH – The report is focused on every image we used throughout the year. The creative almost all performed really well with good results. There is not a large disparity.

Spring/Summer

- Top LGBTQ ad was the carousel and the ads showing the natural beauty of Provincetown. The least effective was based it on cost per click and it is only 2 cents higher so they are not really low performers.
- Top Tourism – Thirsty Burlington and the young man on the piano did well – which demonstrates the arts. Least effective – The ads featuring the Provincetown Art Museum and the group by the bonfire were the least cost-effective.
- Top 10 Family Friendly - live music and dining were top performers. Least effective was the beach ad. Overall for this ad set we will continue overlays.
- Top Re-marketing ad - the drag show carousels performed well overall, and the Thirsty Burlington ad was the top drag queen carousel. The ad promoting the musical Hair performed best in the remarketing audience. The scenic ferry ad generated one of the lowest costs per clicks, and the ad with the couple on the beach (slide 10) produced the highest click-through rate. Least Effective - The lowest performing remarketing ads used less colorful images. The photo used in the lowest performing ad may have been less eye-catching than other ads featuring nature around Provincetown

Fall/Winter

- LGBTQ – all had couples and did well. And the top ad was promoting events. Least effective – the flag didn't speak to anyone. First Light got the least attention. Maybe it got caught up in the Christmas rush.
- Top Tourism – top ads feature food. Least effective – breakfast in bed – great photo but doesn't highlight the unique selling point of Provincetown. In our new ads we are using other pictures. More food and dining for this audience would be better.
- Top Family Friendly - The top ads for the family-friendly audience feature a wide range of activities and experiences available in Provincetown. The bonfire and dining ads performed best overall for this audience. Least Effective family-friendly - The event ads did not perform as well for the family-friendly audience.
- Remarketing – most performed very well. There were minor variations but all performed well. Drag queens and shows perform best. Nearly every ad performed well in the remarketing audience. Six of the nine ads produced cost per clicks of \$0.30 or less. Summer outdoor pictures were particularly successful. The beach and mouthwatering dessert photos delivered the best results overall for this audience. The least effective Remarketing Two of the three lowest performing ads feature a significant amount of blue and other cool colors in the photos. This color palette may seem cold and gloomy compared to some of the other ads.

Conclusions and next steps

- The campaign performed exceptionally well year round. That said, seasonality can have an impact on performance, and some of the ads which ran in colder months may have a slightly higher cost per click as a result.
- The percentage of the time each ad ran on Facebook and Instagram can affect performance. Facebook is typically more cost efficient for the metrics covered in this report. Therefore, ads that displayed more on Facebook than Instagram may have better results than ads that ran more on Instagram than Facebook.
- The difference in performance between the top ads and the lower performing ads was quite small in most cases. For example, the cost per click for the sixth best summer LGBTQ ad was only two cents higher than

the top ad. There weren't any bad ads. Nearly all of the ads performed quite well, and even the most expensive ads were still more cost-efficient than creative for many competing advertising campaigns. Overall, this campaign has resonated exceptionally well with users on Facebook and Instagram.

Discussion

- SA – The Spark Group should do more research when they take the photo. The Portuguese Festival is always in June and it in the top remarketing ad for fall and winter. AF - it was not a special Portuguese ad... it was just a festive ad. We have had difficulties with photos and we just did a photo shoot this weekend.
- JG – In general all of the ads worked. Click through rates are amazing. Who decides what language gets used to what market? The family friendly refers to bars. DH -In general we focused on dining and beach but we don't like to exclude. Sometimes we run ads through each audience to see how they run. It's skewed to minimize the 21 age but not all people in that audience are going on trips with kids. In general, it seems we have more of a response/top performer from LGBTQ and Tourism. Since family friendly doesn't do as well, so we don't invest as much in it. JG – Can't you cross reference with the family friendly ads and locate family friend LGBTQ families? DH - We haven't done it in the past because we keep it broad for more efficiency in available impressions. We'd be happy to test a LGBTQ family friendly, but there would be a fair amount of overlap.
- DB – Was there any differences in the multiple screen vs. static? DH – great results for events carousel. DB – could we do this with other areas? DH – Yes we can, but we have a limited amount of photography. And we don't want to re-use the same images over and over again.
- NL – We did a photo shoot this weekend. And we are going to make it happen. I think we were not offering enough money for the images. And we have to be careful that we need releases for ads which are different for editorial. We are looking for recommendations of photography.
- RM – Where we started years ago to where we are today is a big improvement. But we have a small budget and it would be great to have 50k for images but we don't have that type of money. We do need to solicit our inns and B&B's to do photo shoots. Men in bed, women in bed, man/woman in bed. Many hotels have private photos. NC and AF can ask them if they have releases. You have brought us a long way. Thank you for your hard work.
- NL – thank you. Susan mentioned other things at inns too. The environment around the inns and retail too.
- LM – Thank you for the comprehensive report. In your next steps, you will remove the art from the tourism ads. There are a lot of organizations have art classes for tourists - one day or a week at a time. Highlight the natural beauty... Engage the artists in a different way as terms of "doing" as opposed to looking.
- JG – What about the photos from the library of congress? AF – Some are free and some are not.
- NL – I was looking at that too. We always want to represent the art community with comprehensive campaigns. DH – Gallery/art museum – we went back to the drawing board and are looking for other ways to capitalize on the arts. We are not abandoning it. And we did do a gallery image and it did better.
- RM – just to clarify one thing – are you consulting with the Tourism Office? NL – yes.

4. First Light Fireworks scheduled date & time discussion (continued)

- AF - PBG wanted to survey their membership
- RB – I thought it was going to be on Sunday the 29th.
- RM – confirm it in writing. Final definitive DPW – 29th too.

5. Summer Meeting Schedule Time

- LM suggested waiting until the full Board is here before deciding.
- JG made a motion to move the summer meetings to 4:30

Discussion:

- DB – 4:30 would work but not a morning meeting.
- RM – I have a lot of employees. It should be best to leave it. I would like to do at 8am.
- RM does not support the motion
- JG – As a compromise – would 4pm be better?
- JG amends the motion to move the summer meetings to 4:00

- LM – how about we decide about July 8th at 4.

Motion amended.

Motion to move the July 8, 2019 VSB meeting to 4pm

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

6. Tourism Department Report

- **Pride Media**

- Out, Advocate and Autostraddle
- Sponsored content in Autostraddle
- Women’s culture story
- Proposal negotiation pending

- **Intersection Outdoor Media**

- Part of the urban experience as people pass through public spaces
- Consumers spend more time out-of-home than ever
- Out-of-home 70% of the day and spend 55 minutes commuting
- Bring Provincetown awareness to pedestrian traffic in New York City
- Interactive technology on the streets of the city
- Reaches core demographics ages 25-55
- Currently 1850 units deployed in NYC reaching 11million people weekly
- Red Thread is reviewing options for best area and moment to participate

- **Website**

- Monday May 6th began the first of eight 2-week creative sprints
- The first sprint covered fonts, colors and navigation
- The website committee provided feedback to Bellweather
- Friday May 31, is the end of the second creative sprint
- The website committee will meet with Bellweather following each creative sprint
- As the creative sprints develop there will be stops scheduled for additional stakeholder screen share feedback meetings

- **Summer 2019 Projection Arcs**

- Memorial Day Weekend is historically considered to take the temperature and help project the business trends for upcoming summer season
- Municipal Water Peak to Peak Saturday/Sunday/Monday
 - MDW 2019 water production +14% Δ to LY
 - MDW 2019 waste treatment +6.5% Δ to LY
 - MDW 2019 average water processing +10.3% Δ to LY
- Other observations and information
 - Accommodations are fully booked for the weekend
 - Accommodations reporting double digit season advanced reservations
 - Considerable increase in foreign language speaking tourists
 - Considerable increase in Asian tourists

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

- DB – This past weekend was successful and saw a lot more youth here in Town. Is there a way the Town can engage the youth? A list of things to do? Overall whatever marketing we are doing seems to be working.

- AF – I read all the comments and leave them alone and they also talk about the campaign. There are people who have never been here are coming because of the ads.
- JG – I agree with DB, great weekend. Happy to know it's not at Women of Color weekend. Thank you LM for working with us. You are a voice of reason and calm.
- SA – I did not get out and about this weekend because I am leaving for vacation. Best of luck LM and I hope the next person has your insight and ability.
- RM – Echo fellow board members... it's a pleasure working with you (LM). We worked as a pretty good team. I was proud to serve with you. You are a wonderful person. I wish you all the best.
- LM – it's my last meeting. I had a great time the past 3 years and it was a great experience. And congrats to Pride. It was great and everyone seemed happy.

Motion to approve the May 6, 2019 Meeting Minutes

Motion: RM Second: JG Motion Approved: 4-1-0 (JG abstained).

Motion to approve Adjourn at 4:28pm

Motion: RM Second: JG Motion Approved: 5-0-0

Respectfully Submitted,

Nina Cantor
Assistant Director of Tourism