



Attending – Rick Murray, Chair; Jay Gurewitsch, At Large; David Burbank, At Large; Susan Avellar, At Large (arrived at 4:18, excused lateness); Andrea Sawyer, At Large; Regina Cassidy, At Large
Staff: Anthony Fuccillo, Director of Tourism; Nina Cantor, Assistant Director of Tourism

Minutes

1. Election of Fiscal Year 2020 VSB Chair, Vice Chair and Clerk

AF reviewed the process explained the process of nominations

Motion to elect Jay Gurewitsch to be Chair of the VSB

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

Motion to elect Regina Cassidy to be Vice-Chair of the VSB

Motion: JG Second: AS Motion Approved 4-0-1 (RM Abstain)

JG opened the nomination for Clerk - No motion to nominate a member

- DB nominated himself

Motion to elect David Burbank to be Clerk of the VSB

Motion: DB Second: AS Motion Approved 5-0-0

JG continued as Chair for the remainder of the meeting.

2. Public Statements

Robert Sanborn, Executive Director, Provincetown Business Guild

- Solicited input from the business owners about Pride. Most was positive. Thank you to RM for holding the event for the circuit boys.
- There were banners across Commercial Street thanks to the Starz production and also credits Cass Benson. PBG met with the Chamber, Portuguese Festival Committee and the Town about the flags. All reactions were positive.
- Carnival – we need volunteers. To commemorate the 50th Anniversary of Stonewall, Key West is lending the PBG their flag which is over a mile long. There are many fragments of the flag. This one will be 100 feet long. When Vacaya comes in, we will have a welcome ceremony. Vacaya will also have more parts to the flag. There will be a ceremony at the Crown and Anchor; A flag raising ceremony at monument; and the flag should be in the parade but we will need 40 volunteers to walk with the flag. Vacaya will be arriving on August 15th.

Discussion:

- RC – you have really been doing a great job of getting new members. RS – Thank you. I believe the PBG mission is still vital. It's a good feeling to see people coming back. We are at 270 members. Most businesses in Town are benefiting from what we do. It's approximately \$30 a month.



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3. Summer Meeting Schedule Time

- JG addressed the Board asking if they would like to change the meetings from Monday to Tuesdays.

Discussion:

Susan – 4:18 arrived (excused lateness)

- JG -Everyone prefers Mondays so we will keep it as Monday
- NC will send confirmation dates for the fall. 3pm – Monday schedule

Motion to begin the August 5, 2019 VSB meeting at 4p.m.

Motion: DB Second: AS Motion Approved 6-0-0

4. Girl Power Productions/Provincetown for women – Girls Splash FY'19 Tourism Grant

- AF – Lynnette Molnar has submitted the Girls Splash Report and Reimbursement Form for payment past its due date by almost one year. Does the VSB want to approve the payment?

RM made a motion to approve the payment; RC – 2nd

Discussion

- SA – she always had her ducks in a row and this is extenuating circumstances but I also don't want to set a precedent. All agree.

Motion to approve the payment to Girl Power Productions for FY19 Girl Splash

Motion: DB Second: AS Motion Approved 6-0-0

5 – Director's Report

- AF reviewed the Town water usage report.
- AF shared the new template for the department budget. We have spent funds for placement for July-August – and trade show spending.
- Radio – of the \$40k we spend \$25 on broadcasting and the rest on streaming.
- We ran the streaming spring campaign in NY - listeners heard the commercials 5-6 times each. The commercials were about planning ahead for their trip. We would like to increase streaming and pull back on broadcasting and request the same \$40,000. Of the \$40,000 we spent \$38,000 and the rest will roll back. We want to add Nassau County, Albany, Hartford, Washington, DC. The report shows unique listeners that stream their stations. We air on radio and talk radio.

Recommended motion to roll back unexpended radio advertising funds of \$1,773

RC – Motion; AS – 2nd

Discussion:



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- JG asked if the three stations are the only ones. AF - yes. JG asked if they capture demographics?
- AF – Yes, I can get demographics. \$12,500 we can hit markets for 4-6 weeks. So maybe well do \$25k in streaming.
- RM asked if the streaming can extend to Chicago and to other areas including Saugatuck.
- DB – are the taglines in the ads? AF stated they were - ptowntourism.com and You Belong Here
- AF – the listeners are not only residents. They are people who are traveling and streaming and the ads will get picked up.

Recommended motion to roll back unexpended radio advertising funds of \$1,773

Motion: RC Second: AS Motion Approved 6-0-0

Recommended motion to authorize \$40,000 for fiscal year 2020 radio advertising

AS motion; RC 2nd

Discussion

- SA – will 2020 be included in the advertising? I spoke with Tony and he brought up the airport idea and can we include Ferries. I'm curious what the monument has done with the grant funds. I know they have put banners on the pier but no one knows what it actually is. They built the monument to bring tourists.
- JG – we are missing an opportunity... thousands come through here every day and there is nothing happening
- RM – Who is on that committee? JG – can someone from 400 come to the next meeting?
- SA – Should we be doing some of our own marketing with the ferries
- AS – is there any way we can get a sign in front of Town Hall explaining what the 400 is? I agree we lost the opportunity for the season. People are here now.
- JG – I am unhappy with how things are going so far. We need to have a conversation and should we be doing our own things.
- AF – On April 17th, I went to Boston and met with David Weidner and the PR firm and came up with a wish list. They would like to have a rack card, banners, radio streaming but nothing has happened with that. I will invite someone to the next meeting. Whatever we do, it needs to be a consistent message and the Monument should provide us with a specific message. RM – Can David come to the next meeting?
- JG – are they just marketing their 3 events?
- AF – We have offered quotes, materials, sources and resources... and they did not respond. We can put a digital campaign together.
- JG – do we want to market the Town ourselves? AF – The monies have been designated. We have been promoting it and can do more.



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- JG – Before the next meeting can you give us a proposal and what is our plan? If they aren't going to do it, we can. RM – We told the previous ED direction and how we wanted it spent. SA – I want to create 20k postcards to deliver to the Inns to give out. JG – Lets have a plan for what we can do.
- DB – we have poles on Ryder? AF – they are the property of the Portuguese Festival.

Recommended motion to authorize \$40,000 for fiscal year 2020 radio advertising

Motion: RM Second: AS Motion Approved 6-0-0

Recommended motion to authorize \$38,000 for Red Thread annual fee paid monthly

Motion: RM Second: RC Motion Approved 6-0-0

Recommended motion to authorize up to \$70,000 for Red Thread creative budget

Motion: RM Second: AS Motion Approved 6-0-0

Milo Interactive

- Website hosting
- If and when we change the host of ProvincetownTourismOffice.org the balance of the year will be prorated and refunded

Recommended motion to authorize \$748 for Milo Interactive

Motion: RM Second: AS Motion Approved 6-0-0

Report for tax receipts

- AF reviewed a charts including history of Local Option Meal Tax deposited into the General Fund, and the Room Tax deposited into the Tourism Fund, Wastewater, and Capital Improvements Fund. AF also reviewed the Local Option Accommodations Tax History for the Tourism Fund. AF stated that we need to see what the rentals will bring and what the amount will be in September so we can discuss how we would like to move forward with the 2021 budget.

Board member statements:

DB – Thank you Rick for your presiding over the Board and good luck to the new leadership

RC – Thank you for your leadership and I was able to learn a lot.

AS – Thank you Rick and for teaching me about the Town of Provincetown

SA – you have always been instructive and I like your direct manner in clarifying.

JG – Thank you Rick. I had previously only been on one committee and I will be leaning on former and current leaders. RM brought us into the 20th century. Hoping we can start codifying the grant project to make sure it is more standardized and less opaque. And then we will get challenged less by Select



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Board. I want to see how the process was changed with EDC. And 400 is my priority. We need to get a RFP –we need a clean transition process.

Motion to approve the May 20, 2019 Minutes

Motion: RM Second: DB Motion Approved 6-0-0

Motion to approve the June 3, 2019 Minutes

Motion: RM Second: AS Motion Approved 6-0-0

Motion to adjourn at 5:12

Motion: RM Second: AS Motion Approved 6-0-0

Respectfully submitted,

Nina Cantor
Assistant Director of Tourism