



## Visitor Service Board

# Meeting Agenda

## REVISED

The Provincetown Visitor Service Board will hold a public meeting on Monday August 8, 2022, at 10:00 AM in the Judge Welsh Room, Town Hall, 260 Commercial Street, Provincetown, MA 02657.

In accordance with Chapter 107 of the Acts of 2022, this meeting will be conducted **in person** and as a courtesy via remote means, in accordance with applicable law. Please note that while an option for remote attendance and/or participation is being provided as a courtesy to the public, the meeting/hearing will not be suspended or terminated if technological problems interrupt the virtual broadcast, unless otherwise required by law.

### Joining the Meeting:

**Microsoft Teams:** Join on your computer or mobile app [Click here to join the meeting](#)

**Phone:** Or call in (audio only) [\(833\) 579-7589](tel:833-579-7589) Phone Conference ID: 211 529 10#

### To Participate during public comment:

- Teams: Raise hand to be called on to speak.
- Phone: Speak name clearly to be called on to speak.

### Please do not speak again until acknowledged by Chair or meeting moderator.

- Keep your phone muted at all times when not talking (\*6 to mute & unmute your phone)
- Do not use speakerphone, Bluetooth devices (speakers or headphones)
- Mute all background noises, including PTV, television or computer and use only phone audio.

### **Agenda** [Motions may be made and votes may be taken unless otherwise noted]:

1. Public Statements – 3 minutes maximum. Board members are not obligated to respond to public statements.
2. Approval of July 13, 2022 Meeting Minutes
3. Tourism Department Report
  - a. Motions may be made. Votes may be taken.
4. FY24 - Grant Applications Final Draft
5. FY23 - Digital & Print Advertising Publication Lineup
6. Board Members' Statements—comments from Board members. Discussion dependent. Motions may be made. Votes may be taken.
7. Upcoming VSB Meeting – September

**Media Placement and Activity:**

<u>Publication/ Project</u>	<u>Purpose</u>	<u>Up To/Amount</u>
<u>Digital &amp; Print Publishers FY'23</u>		
equalpride	Sponsored Content & Impressions	10,000
Towleroad	Impressions	8,000
EDGE	Sponsored Editorials & Impressions	10,000
Tagg	Print, Website Ads, Newsletters & Podcast	7,140
Papermag	Custom Content and Social Media	15,000
Passport	Print, Social Media and Custom Content	15,000
Yankee – NewEngland.com	Sponsored Content & Impressions	8,525
Cape Cod Travel Guide	Inside Front Cover	3,000
Boston Spirit Magazine	Sponsored Content and ads	8,000
Gay & Lesbian Review	Back Cover Ads	6,696
Swerv	Inside Cover and social groups	20,400
American Art Collector	Advertorial & Full-Page Ad	<u>2,600</u>
		<u>\$114,361</u>

**Tourism Administration:**

<u>Organization/ Project</u>	<u>Purpose</u>	<u>Up To/Amount</u>
Russell Bennett	4-hr drone session	\$600
DEI Workshop	Guest Speaker	\$2,500

Submitted by Chair Regina Cassidy

Posted: Towh Hall www.provincetown-ma.gov, 08/03/2022, 4:55 pm AR  
 Revised: 08/04/2022, 4:30 pm AR