

**Town of Provincetown
Visitor Services Board
Meeting Minutes from February 2, 2016, 3:00 pm
Town Hall, Judge Welsh Room
260 Commercial Street**



Members present: Jim Bakker– Chair, Marian Peck - Vice Chair, Hersh Schwartz, Cathy Nagorski, Bob Sanborn – conference call, Rick Murray- conference call, Rob Costa- conference call

Members absent:

Meeting was called to order at 3:02 pm by Jim Bakker.

Staff: Anthony Fuccillo, Radu Luca.

Others: Lynette Molnar – Provincetown For Women, Lynn Mogell – Women Innkeepers of Provincetown, Don Murphy, Susan Leonard- Provincetown Portuguese Festival, Patricia Fitzpatrick - Cabaret Fest

Agenda:

1. Public Statements—Five minutes maximum. Board members are not obligated to respond to Public Statements.

Lynn Mogell – spoke in support of a proposal that will be presented later in the meeting. The proposal is for several short videos by Andrea Meyerson (StandOut Productions) (3-5min). Andrea has additional footage from when she was in town filming the ClamBake documentary, which the VSB had previously sponsored in 2014. LM believes the footage and the videos will definitely benefit Provincetown and will increase visitation to town.

2. Requests: Discussion dependent. Motions may be made. Votes may be taken.
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Patricia Fitzpatrick – would like to thank the VSB for granting CabaretFest tourism grants for FY15 and FY17. PF is working with local BnBs and hotels to put packages together to encourage overnight visitation during CabaretFest 2016. The advertising budget for the 2016 event is \$5,000. Last year CabaretFest didn't advertise locally and overlooked the regional media market. For FY16 would like to advertise locally as well and promote packages (i.e. 3-night). Has been looking at local publications, WOMR (possible year-round contract), Provincetown Magazine and the Banner, Wicked Local (Plymouth). The event will take place the first weekend in June. PF is looking for financial support from VSB to promote and market the event. The request is in the amount of \$1,111.00.

The VSB decided not to take any action on this request, but instructed staff to explore other non-financial support the Tourism Office could provide.

Lynette Molnar is here to ask the VSB to reconsider Provincetown's attendance to the NYC LGBT Expo. This would be the first year in over 10 years Provincetown wouldn't be present. NYC has one of the highest concentrations of LGBT population in the world. The show has been rebranded, turned-around and the website gets over 1 mil unique visitors. Last year the Tourism Office participated in conjunction with MOTT and this would be a huge loss for the town not to be present, especially since other destinations will be there and this is our (LGBT) drive market. The cost of the standard booth is \$2,499 and spoke with people organizing the show and they would be willing to give us a better rate if the VSB reconsidered their decision not to participate. LM has either gone herself or sent a representative to attend and promote Provincetown and women's events. The LGBT Expo is a great opportunity to reach people who don't know about us or remind our demographic about Provincetown.

CN asked whether the PBG would be willing to participate, but the PBG decided not to invest in this show.

RC said the Chamber would be willing to invest if other organizations were onboard.

RM said that some of the PBG members have been involved in the past and participated in the show. Believes the PBG does not want to get involved in this endeavor and doesn't seem to be a good investment.

CN asked LM how she would spearhead the event and how would envision the ideal scenario for the VSB to participate.

HS said might reconsider the decision not participate and maybe the VSB could co-op with other organizations.

BS believes that historically Provincetown hasn't seen a huge return of investment from the NYC show, and since it's an LGBT event, the PBG should spearhead this together with business owners.

RC agrees with BS and believes if other organizations pitched in, this would be more cost efficient for the VSB.

TF said Staff presented a proposal to attend the NYC LGBT Expo back in November 2015, but the VSB didn't think it was a good investment and decided against taking any action.

Move to approve up to \$3,000 to attend the NYC LGBT Expo 2016, contingent upon other town organizations contributing with funds and supporting Provincetown's participation.

Motion: HS Second: CN

Roll call vote: 6-1-0. Motion carries.

CN yea

HS yea

JB yea

MP yea

RC yea

BS yea

RM nay

LM would also like to speak in favor of Andrea Meyerson proposal for short promotional videos for the VSB.

3. Portuguese Festival (Don Murphy). Discussion dependent. Motions may be made. Votes may be taken. (Requested by Don Murphy)

Don Murphy – here to speak on better and increased communication between the VSB, Tourism Office and the Portuguese Festival. We need to communicate clearly so that everyone is on the same page. Would like to disagree with the VSB's perception of the Portuguese Festival organizers being arrogant and not following the rules and that they should be punished for it. Believes there is a misunderstanding in the way the VSB and Portuguese Festival have been communicating.

Would like the VSB to reconsider restoring the level of funding the Portuguese Festival received in previous fiscal years.

JB said the VSB did not take money away from the Portuguese Festival in this upcoming fiscal year compared to the previous fiscal years.

CN would like to thank the Portuguese Festival representatives for being present and expressing their concerns.

BS would like to thank DM and SL for coming before the VSB and said the Festival is a fabric of Provincetown and doesn't think the VBS is, or should be, punitive of the Festival. The VSB is proud of its sponsorship and that's why we would like to have both the logo and the

tagline “Sponsored in Part by the Provincetown Tourism Fund” included in all promotional materials our grantees put out

4. Tourism Grant Agreements Revision. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Jim Bakker)

This item was indefinitely postponed.

5. Tourism Director’s report

A. Approval of media placements, brochures, trade shows-- Tourism Director recommends media placements, brochures and other collateral to promote and market Provincetown as a tourism destination, or town representation in trade shows. Discussion dependent. Motions may be made. Votes may be taken.

➤ **Towleroad:** Michael Goff, on behalf of Ask Tell Media Group, has submitted the following proposal. The proposal is divided into three parts, Digital Ads Media Buy, Sponsored Posts on Towleroad.com, and PTOWN HACKS Advertising.

asktell MEDIA GROUP		Towleroad & AskTell Media Group										
848 N. Rainbow Boulevard No. 1772 Las Vegas, NV 89107		Towleroad Good As You Goff in Hollywood OMG Blog										
		Joe My God Kenneth in the 212 Postbytes										
LINE ITEMS												
Line #	Start - End Dates	Site	Placement	Line item note	Creative Size	Device target	Geo-target	Impressions	CPM	Targeting rate	Value	Net Price
A. MEDIA BUY -- DIGITAL ADS												
1	3/1/16 to 5/15/16	Towleroad.com	Best Available	Medium Rectangle, Leaderboard & Skyscraper	300x250, 728x90, 160x60	Desktop, Tablet	USA & Canada	1,125,000	\$7.00	\$0.80	\$7,875.00	Inclusive
2	3/1/16 to 5/15/16	Towleroad.com	Best Available	Medium Rectangle, Leaderboard & Skyscraper	300x250, 728x90, 160x60	Desktop, Tablet	Los Angeles/ W. Hwd DMA	225,000	\$7.00	\$2.80	\$2,025.00	Inclusive
3	3/1/16 to 5/15/16	Towleroad.com	Best Available	Medium Rectangle, Leaderboard & Skyscraper	300x250, 728x90, 160x60	Desktop, Tablet	Chicago DMA	150,000	\$7.00	\$2.80	\$1,350.00	Inclusive
4	3/1/16 to 5/15/16	AskTell Media Group	Best Available	Medium Rectangle, Leaderboard & Skyscraper	300x250, 728x90, 160x60	Desktop, Tablet, Mobile	USA & Canada	1,125,000	\$5.00	\$0.80	\$5,625.00	Inclusive
5	3/1/16 to 5/15/16	AskTell Media Group	Best Available	Medium Rectangle, Leaderboard & Skyscraper	300x250, 728x90, 160x60	Desktop, Tablet, Mobile	Los Angeles/ W. Hwd DMA	225,000	\$5.00	\$2.80	\$1,575.00	Inclusive
6	3/1/16 to 5/15/16	AskTell Media Group	Best Available	Medium Rectangle, Leaderboard & Skyscraper	300x250, 728x90, 160x60	Desktop, Tablet, Mobile	Chicago DMA	150,000	\$5.00	\$2.80	\$1,050.00	Inclusive
								3,000,000			19,500	\$5,000.00
B. SPONSORED POSTS												
7	Dates TBD -4/15/16 to 9/15/16	Towleroad.com	3 Advertorial OR Sponsored Posts	3 Sponsored Posts - Feature Stories written by Towleroad Editorial Staff - Premium Positioning Top/Center of Page, In-line with Regular Posts.	Written by Towleroad Editorial Staff	All Devices and Platforms: Desktops, Tablets, Mobiles	Sitewide, Global	n/a	Set Rate	n/a	\$0,000.00	Inclusive
8	Dates TBD -4/15/16 to 9/15/16	Towleroad	3 Social Media Feeds	Distribution of 3 Sponsored Posts to Facebook, Twitter, and Instagram Followers	Written by Towleroad Editorial Staff	Desktops, Tablets, Mobiles	Global	n/a	Set Rate	n/a	\$3,000.00	Inclusive
											\$12,000.00	\$5,000.00
C. PTOWN HACKS ADVERTISING												
9	Summer 2016	Offline	Printed Towleroad LGBT Guidebook	Back Page + 3 inside pages. Premium Advertiser in P'town HACKS Guide No. 3 LGBT Travelers Guidebook to Summer in Provincetown	ADS provided by Tourism Office	n/a	Provincetown and Select Events at Feeder Cities	n/a	n/a	n/a	\$7,500.00	Inclusive
											\$7,500.00	\$5,000.00
TOTAL								3,000,000			\$39,000.00	\$15,000.00

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Appendix to PROVINCETOWN TOURISM 2016.ASKTELLMEDIA

Insertion Order

In addition to the attached Insertion Order, the parties agree that the following changes and enhancements will be made to address certain concerns and maximize return in each of the three components of the Partnership. Other than these changes – which should be considered part of the attached agreement – the programs operate under the same terms as 2015 upon which the attached Insertion Order was directly based.

- a. Changes to A. Digital Ad Buy:
 - i. AskTell Media includes the opportunity at the beginning and end of the campaign/summer for Provincetown Tourism to conduct baseline and measurement surveys including demographics and key success metrics.
 - ii. AskTell Media includes the ability for Provincetown Tourism to test and optimize multiple creative in each advertising category/line in order to increase overall efficiency (click-through and ultimately cost per visit) with results and optimizations made available every 2-7 days depending on targeting.
- b. Changes to B. Sponsored/Advertorial Posts on Towleroad
 - i. Tourism Office will provide materials for creation of posts for AskTell Media assigned bloggers to create appropriate and site-specific posts promoting the aspects of tourism specified by the Tourism office. AskTell Media will provide Tourism Director with 48 hours to review and communicate desired changes to AskTell Media and will have final approval of all content in these posts. (Note: Advertorial posts do NOT receive social media support as they are bylined with the name of the client.)
- c. Changes to C. P'town Hacks Guide
 - i. The Tourism Fund will withdraw as co-sponsor of the Hacks Guide, the Fund's logo will be removed from the cover, and the book will not include a welcome message from the Director of Tourism.
 - ii. The Tourism Fund will acquire premium advertising pages in the Guide at a significant discount, including the back page and three interior pages and will be included in any bonus promotions offered to other advertisers in the Guide.

Towleroad 2016 Digital Analytics

PUBLICATION	TOTAL IMPRESSIONS	CLICK THROUGHGS	CLICK THROUGH RATE
TOWLEROAD	3,291,600	2,176	0.07

Move to approve \$15,000 for the 2016 Towleroad marketing campaign.

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Motion: RM Second: CN

Discussion: RM wishes for good communication between all parties involved. BS believes that HuffPost has a great reach and we should also look into advertising with them.

Roll call vote: 5-1-1. Motion carries.

CN yea
HS nay
JB yea
MP abs
RC yea
BS yea
RM yea

- **HotSpots:** There are two proposals from HotSpots for 2016. They both include 9 full-page ads and a Provincetown issue 31 March.

Move to approve \$13,597.50 for the 2016 HotSpots marketing campaign.

Motion: BS Second: MP

Discussion: RC inquired about the added value with the Marks list. RM said HotSpots took over Marks list, which has a wider demographic: younger LGBT, women, latino. RM also recommended some of the issues the VSB should be in.

Roll call vote: 7-0-0. Motion carries.

CN yea
HS yea
JB yea
MP yea
RC yea
BS yea
RM yea

Hotspots media group

Town of Provincetown

Florida Strategic Target Marketing Proposal

Media Matrix 2016

Option #1 (last year's offer, with a slight modification)

Full Page ads in Hotspots Magazine x 9 (digital and print) at \$845 each	\$7,605
E-blasts inclusive x 9 at \$150 each	\$1,350
Hotspots website leader board 3 months, at \$685 per month	\$2,005
Provincetown Special Edition (3 major features)	\$9,300
Total	\$20,310
Package Discount -50 %	-\$10,155
Total Package Price	\$10,155

Option #2

Full Page ads in Hotspots Magazine x 9 (digital and print) at \$845 each	\$7,605
E-blasts inclusive x 9 at \$150 each	\$1,350
Hotspots website leader board 3 months, at \$685 per month	\$2,005
Provincetown Special Edition (3 major features)	\$9,300
<u>Marks List Digital Campaign</u> (9) months Leader Board: 40,000 impressions/month (360,000 impressions total)	\$5,400
Dedicated Eblast: (3) March, June, Sept. at \$495 each	\$1,485
Added Value: Monthly S/Media Spotlights on upcoming specials, parties, etc.	
Total	\$27,195
Package Discount - 50%	-\$13,597.50
Net Package Price	\$13,597.50

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- **Curve Magazine:** In 2015 Provincetown Tourism Office placed two ads in Curve Magazine – In 2016 we would like to place three ads in the publication.

Curve is has six bimonthly issues annually – We propose being in the March/April, May/June, July/August

The ads will include all the women’s events taking place in Provincetown and promote Provincetown as a year round women’s destination.

Curve complements the print magazine with a digital flip-through version online including archived issues.

Curve Demographic: Median Age 38, Median Households Income \$85,372, Male/Female Ratio .4/99.6

“QUICK FACTS”

- **Curve** is the USA’s bestselling magazine for gay women.
- It reaches around 250,000 lesbians with every print issue.
- **Curve** is reaching around 400.000 women via combined media channels including print and digital.
- **Curve magazine** is published 6 times per year.
- *curvemag.com* is the # 1 website for lesbian women in the USA
- Total Print Circulation 59,492
- Readership per Region:
 - **THE NORTH-EAST - 30%**
 - **THE WEST - 28%**
 - **THE SOUTH - 22%**
 - **THE MID-WEST - 20%**

Curve Magazine - Print and Added Value Digital							
Unit	Impressions	Spaces Closes	Material Closes	Run Date	Positioning Available	Open Rates	Special Net Rate
1/3 P4C Print Ad - Mar/Apr	43,793	1/19	1/29	3/8	Far Forward RHR, Outside of Page	\$2,500.00	\$1,566.34
Leaderboard 728 x 90	25,000	1/19	3/1	3/8-5/23	728 x 90 Run of Site	\$750.00	\$0.00
1/3 P4C Print Ad - May/Jun	43,793	4/5	4/15	5/24	Far Forward RHR, Outside of Page	\$2,500.00	\$1,566.34
Leaderboard 728 x 90	25,000	4/5	5/17	5/24-7/25	728 x 90 Run of Site	\$750.00	\$0.00
1/3 P4C Print Ad - Jul/Aug	43,793	5/31	6/1	7/26	Far Forward RHR, Outside of Page	\$2,500.00	\$1,566.34
Leaderboard 728 x 90	25,000	5/31	7/19	7/26-9/26	728 x 90 Run of Site	\$750.00	\$0.00
	206,379					\$9,750.00	\$4,699.02

Move to approve \$4,699.02 for the 2016 Curve marketing campaign.

Motion: CN Second: MP

Discussion: none

Roll call vote: 7-0-0. Motion carries.

CN yea

HS yea

JB yea

MP yea

RC yea

BS yea

RM yea

➤ **Day Trips and Destinations:** Travel Expo Destination Sponsorship



Saturday, May 13 & 14, 2016

**Aqua Turf Club
556 Mulberry Street
Plantsville, CT 06479 (Off I-84)
860-621-9335 - www.aquaturfclub.com**

CLIENT: Tourism Office of Provincetown

SPONSORSHIP BREAKOUT

Event: - Booth (1) – 8' x 10'

Net Total Investment: \$1,500.00

Tourism Office of Provincetown Sponsorship and Participation in the 2016 Daytrips & Destinations Travel Show with a \$1,500.00 level sponsorship..

The sponsorship package includes:

Event

Included in listings in program and on website

Booth space (1) 8' x 10'

Print

Travel Show program – Half Page (½) color ad (10" x 5.25") handed out at the show and inserted in the Sunday Hartford Courant newspaper – Approx. 200,000 copies delivered.

Print – 1/2 (7.00" x 4.750") page color print ad in the Hartford Magazine June Travel Issue with approx. 70,000 copies delivered

Move to approve \$1,500 plus travel for the 2016 Daytrips & Destinations Sponsorship with the Hartford Courant Media Group.

Motion: RC Second: HS

Discussion: none

Roll call vote: 7-0-0. Motion carries.

CN yea

HS yea

JB yea

MP yea

RC yea

BS yea

RM yea

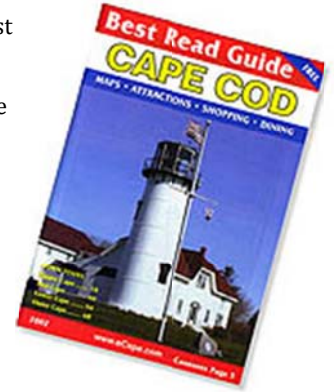
- **Best Read Guide Cape Cod:** The publication supports daytrips, retail, restaurants, attractions, lodging and transportation – Last year the online version was added the website – The new website offers additional features providing destination details and advertiser directories – The cost per page is \$2,000, discounted from the \$3,000 rack price – Last year we were in the June & October issues – There are 6 issues each year, May through October, the October issue is on shelves through April

Page 3 of all six issues is currently being held for Provincetown

Best Read Guide - About Us

Walter and Pat Brooks of East Harwich, MA, along with Steve Sullivan of Brewster, MA founded Best Read Guide Cape Cod and Best Read Guides, Inc. in July 1988 after 30 years in newspapering. The mission in founding the magazine was to provide a high-quality free publication for visitors to Cape Cod which would show them where to go and what to do in an easy-to-use format.

"I want the readers of Best Read Guide Cape Cod to see the Cape 'like a native.' That's why in each issue we feature special day trips, lesser-known bike trails, good places to watch the sunset, and other things to do which are normally not covered in other visitor publications," says Mr. Brooks.



Best Read Guide Cape Cod has an annual circulation just under 1 million and is known to vacationers for its outstanding photography, homespun humor and local lore.

Timeline

- **1988:** Premier Issue of Best Read Guide Cape Cod launched
- **1989:** Best Read Guide Orlando launched
- **1990-97:** Over 30 franchises of Best Read Guide in tourism areas across the country are launched, each owned by their local newspaper. Best Read Guide Franchise Company, Inc., a jointly owned company with Best Read Guide Cape Cod, is the managing company.
- **1997:** Best Read Guide Cape Cod switches from newsprint to glossy pages. Best Read Guide Franchise Company is purchased by [Morris Communications](#) of Augusta, GA. Best Read Guide Cape Cod continues to be owned locally.

Best Read Guide Cape Cod Advertiser Directory

Best Read Guide Cape Cod's digital directory listing is pulled straight from the magazine! [Attractions](#), [Factory Outlets](#), [Lodging](#), [Restaurants](#), [Retail](#), [Route 6A](#), [Services](#), [Transportation](#)

[Best Read Guide Cape Cod](#) is Cape Cod's most popular travel/tourism information guide.

Best Read Guide - About the Demographic

The reader has ten times the discretionary spending of the area's resident population. Our readers have annual incomes nearly double that of local people and our readers eat out every meal rather than once a week. **Reader daily spending:** \$200+
Reader income: \$55,000+ **Length of stay:** 5 days

Move to approve \$6,000 for 3 full-page ads in Best Read Guide Cape Cod (May, June, October)

Motion: BS **Second:** MP

Discussion: RC believes this is not an inexpensive publication for Cape Cod and for our budget. BS also believes this is a lot of money for a local publication.

Roll call vote: 5-2-0. **Motion carries.**

CN nay
HS yea
JB yea
MP yea

RC yea
BS yea
RM nay

- **StandOut Productions Inc:** Andrea Meyerson has submitted a proposal to produce five separate videos from footage not used in the documentary movie Clambake.

The subjects of the videos are outlined in the following insertion from Andrea Meyerson

Proposal for Provincetown Promotional Videos
prepared for
Provincetown Visitors Service Board
prepared by Andrea Meyerson, StandOut Productions, Inc.
The following is a brief synopsis of what each video will offer. StandOut Productions will also include special effects and music to enhance the viewer's experience.
CARNIVAL This will showcase outstanding coverage of the parade featuring celebrity guests Caroline Rhea and Bruce Vilanch. It will also include attendees in costumes, walking Commercial Street, watching and partying from the sidelines. Length: Approximately three minutes.
BEAR WEEK Includes footage from the pool party at the Crown & Anchor, Varla Jean on stage, hundreds of "bears" lined up for Spiritus Pizza after the leather party, local parties, Commercial Street coverage during the day and exciting sound bytes from many of the guests. Length: Approximately three minutes.
WOMEN'S WEEK An overview of all the exciting activities offered during Women's Week: Comedy shows, Concerts, Community Dinner, Kate Clinton Football Classic, Clambake and more. Fun sound bytes from guests and performers. Length: Approximately three minutes.
MEMORIAL DAY WEEKEND An inside look at all the parties: Boat Party with hundreds of women at sea, pool party at the Crown & Anchor, Dance Party at the Paramount, Commercial Street activities. Length: Approximately three minutes.
PROVINCETOWN OVERVIEW An overview of Provincetown to include all it's beauty: Beaches, Sunsets, Sand Dunes, Commercial Street, Whale-watching, Dining, Shopping, Pilgrims Monument, wide shots of Ptown from the water. This footage is stunning! Also, we'll incorporate footage promoting the following themed weekends: Memorial Day Weekend, Women of Color Weekend, Bear Week, Girl Splash, Carnival, Women's Week, Family Week and Fantasia Fair. Presenting the many reasons to visit Provincetown in five minutes or less! Length: Between three and five minutes.

The following inserted document from Andrea Meyerson outlines the production budget.

If the VSB does not choose the entire package as proposed, each video will be charged at the \$400 day rate.

PROVINCETOWN PROMOS BUDGET		Post Production	
VIDEO TITLE	Number of Days	Daily Rate	COST
Carnival	5	\$ 400.00	\$2,000.00
Bear Week	5	\$ 400.00	\$2,000.00
Women's Week	5	\$ 400.00	\$2,000.00
Memorial Day Weekend	5	\$ 400.00	\$2,000.00
Provincetown Overview	7	\$ 400.00	\$2,800.00
(Overview to include themed weekends and the best of Ptown.)			
TOTAL	27		\$10,800.00
EQUIPMENT		NO.	UNIT COST
Hard Drive	1	\$ 250.00	\$200.00
TOTAL			\$200.00
POST PRODUCTION SERVICES			
Director			
Editor			
Post Sound Mixing			
Color Correction			
Music (all rights cleared)			
Graphics Package			
Outputs and Uploads			
GRAND TOTAL*			\$ 11,000.00
*Please note there will be an additional charge for changes and/or revisions.			
If this is requested, we will bill at the \$400 daily rate.			

RM doesn't believe we should invest in promoting different weeks via video, especially successful events such as Bear Week, but possibly do an overview video.

The VSB believes the videos should be shorter (30 sec – 1 min) and not 3 – 5 min long.

LM said Provincetown lacks the video component in our marketing and advertising efforts and an overview video would be great to promote the town overall.

BS believes we should maybe try doing an overview before commissioning other videos and identify the end use first.

TF to follow up with Andrea Meyerson and see what the cost of a shorter overview video would be.

6. Board Members' Statements: Comments from Board Members. Discussion dependent. Motions may be made. Votes may be taken.

RM – inquired whether there is a vehicle to track the usage of the digital info kiosks the VSB purchased

BS - none

RC - none

MP - none

JB - none

HS – finds the presence of the Portuguese Festival representatives before the VSB very helpful.

CN – asked for an update on the trade show promotional materials.

7. Approval of minutes. Motions may be made. Votes may be taken.

Move to approve the minutes from 1.4.2016.

Motion: MP Second: CN

Roll call vote: 7-0-0. Motion carries.

CN yea

HS yea

JB yea

MP yea

RC yea

BS yea

RM yea

Move to adjourn.

Motion: HS Second: CN

Roll call vote: 7-0-0. Motion carries.

CN yea

HS yea

JB yea

MP yea

RC yea

BS yea

RM yea

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Meeting was adjourned at 5:10 pm.

Respectfully submitted,
Radu Luca