

**Town of Provincetown
Visitor Services Board
Meeting Minutes from April 19, 2016, 3:00 pm
Town Hall, Judge Welsh Room
260 Commercial Street**



Members present: Jim Bakker– Chair, Hersh Schwartz, Cathy Nagorski, Rob Costa, Bob Sanborn, Rick Murray.

Members absent: Marian Peck - Vice Chair: excused

Meeting was called to order at 3:00 pm by Jim Bakker.

Staff: Anthony Fuccillo, Radu Luca.

Others: Chris Bruce – WBZ-CBS Boston, David Yates – Crowne Pointe

Agenda:

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

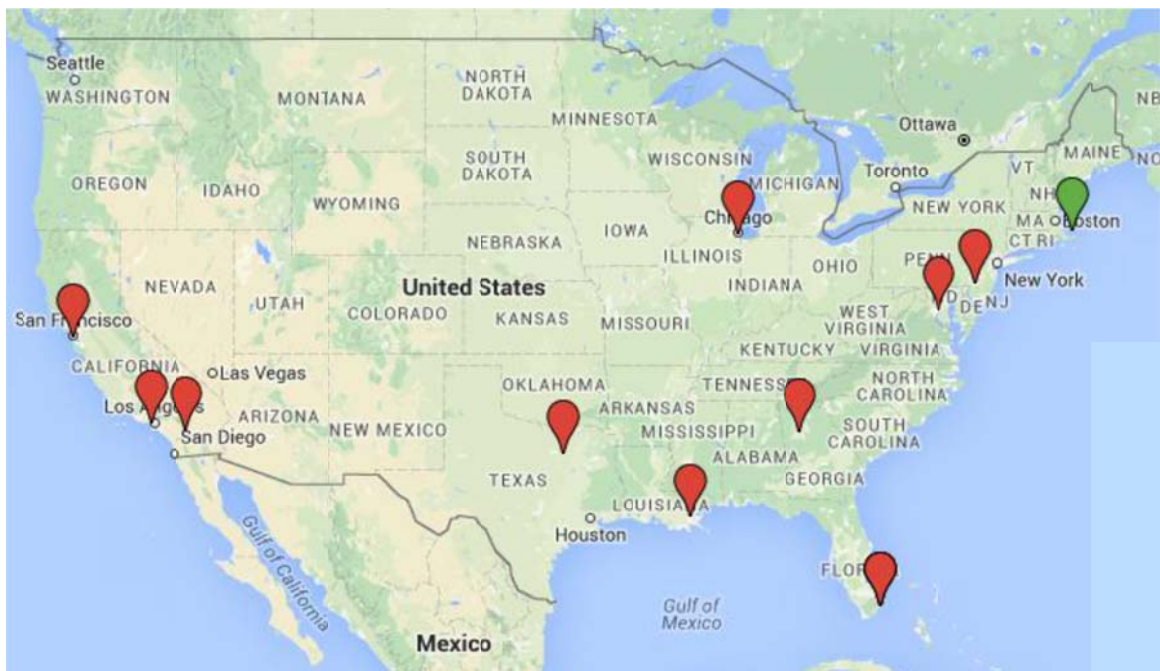
None

2. Requests: Discussion dependent. Motions may be made. Votes may be taken.
3. WBZ-CBS Geo-farming – a human geographical targeting campaign. (Chris Bruce to present, requested by VSB)

- **WBZ GEO Farming:** A human geographical targeting campaign
 - [Display advertisement](#) where banner or other multimedia ads are selected to be displayed based on the visitor's location
 - Target people who have attended specific events over the past twelve months
 - Send them a Provincetown ad specific to the lifestyle of the event attended
 - Ads are retargeted to the people who travel for LGBT events and Art Festivals

- Ads are delivered to handheld personal devices and tablets
- The ads are imbedded in the feed of digital newspapers and blogs
- Ads cannot be blocked

GEO - FARMING	
EVENTS	
Art Basel Miami	12.15.15
Atlanta Pride	10.10.15
Capital Pride	6.13.15
Chicago Pride	6.28.15
Dallas Pride	9.20.15
LA WeHo Pride	6.14.15
Miami Pride	4.10.16
NOLA Pride	6.20.15
Palm Springs	11.7.15
Philadelphia Pride	6.14.15
San Francisco Pride	6.28.15
White Party Miami	11.28.15
Winter Party Miami	3.5.16





CBS Mobile+ (\$11cpm)

MOBILE GEO-FARMING (past year)

300,000 impressions \$3,300

75,000 mobile banner impressions served per week

4 week campaign

23,077 impressions per geo-farmed location

400,000 impressions \$4,400

80,000 mobile banner impressions served per week

5 week campaign

30,769 impressions per geo-farmed location

500,000 impressions \$5,500

83,333 mobile banner impressions served per week

6 week campaign

38,461 impressions per geo-farmed location



Chris Bruce from CBS/WBZ Radio presented the geo-farming targeting campaign and answered questions.

Move to approve \$5,500.00 for the WBZ-CBS geo-farming campaign.

Motion: BS

Second: RM

6-0-0. Motion carries

Discussion: BS believes this campaign is in line with what we've been doing recently, we've been moving away from print advertising and it's not uncommon for the VSB to spend up to \$5,500 on a single print ad. RM would like to see ads for gay men, lesbian women, market our inns, restaurants and the art. RC would also like to promote First Light Provincetown. CN believes there is still a lot of work to be done on this campaign, although this type of advertising is modern and edgy.

4. Tourism Director's report. Discussion dependent. Motions may be made. Votes may be taken.

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.

- **Art News:** Place a two page, advertorial style, spread in the top 200 Art Collectors in the World issue
 - Art News has reduced the annual issues to quarterly to provide extended readership of each issue
 - The Top 200 Collectors issue will be the October/fourth quarter issue and will reach subscribers by 15 August

- The price for a two page spread is \$7,300
- Based on following subscriber survey results we would like to place a Provincetown lifestyle spread in the publication

ABOUT ARTNEWS

Founded in 1902, *ARTnews* is the oldest and most widely circulated art magazine in the world. Its readership of 180,000 in 124 countries includes collectors, dealers, historians, artists, museum directors, curators, connoisseurs, and enthusiasts. Published in print four times a year, it reports on the art, people, issues, trends, and events shaping the international art world.

Recognized for editorial excellence with 45 awards over the past four decades, ARTnews — in both print and digital editions, as well as a dynamic website — delivers comprehensive, authoritative coverage of the people, places, events and trends shaping the global art scene.

ARTnews readers are responsive to the advertisements they see each month:

- 70%** visited a website
- 77%** visited a gallery or museum
- 30%** visited an art fair
- 21%** made an inquiry by phone or email
- 20%** purchased a work of art

Male/Female:	47% / 53%
Average Age:	52
Average Income:	\$184,142
College+	82%
Art Collectors:	79%

Circulation: 65,705:

Sources: Audit Bureau of Circulations, December 2012; 2013 Subscriber Survey; MMR Subscriber Survey.

Art News has a loyal, influential readership ...

Munroe Mendelsohn Research Survey

2.1 Hours - Average time spent reading each issue

\$4,148,000 – Mean Net Worth

\$1,634,165,500 - Total Discretionary Spending

Our subscribers read part or all of 4 out of 4 issues:

95.7% took action as a result of reading:

67% discussed something they read

62% saved one or more issues and refer back to them regularly

50% passed magazine to someone else

Our subscribers are ...

culturally and politically involved:

81% attended a concert, ballet or live theater

77% went to a museum

35% served on a charitable or corporate board of directors

28% took an active role in a national, civic or social issue

73% belong to a private club

business leaders:*

21% are owners or proprietors

74% are professionals

34% are a member of a Board of Directors/Trustees

well traveled:

92% took a vacation every year

54% took one or more foreign vacation trips for an average of 1.8 trips

90% took one or more domestic vacation trips for an average of 2.6 trips

active in sports:

35% Golf

27% Sailing or power boating

35% Tennis

19% belong to a private athletic/health club

Demographic Highlights:

Men 47% Women 53% Average Age 52

Household Income Median \$ 328,000 Mean \$ 781,000

Financial Assets:

Securities Median \$ 1,519,000 Mean \$ 3,257,000

Primary home value* Median \$ 1,708,000 Mean \$ 1,948,000

Value of other real estate Median \$ 928,000 Mean \$ 1,459,000

Total estimated worth Median \$ 2,888,000 Mean \$ 4,148,000

*In addition to their primary residence, 19% own other real estate or second homes

Our subscribers ...

dine out and entertain often:

9.1 times* Dined at a fine restaurant

4.2 times* Entertained at home 25% Used a catering service

*Per month

take pride in their home:

21% Used an interior decorator

70% Used a gardening/landscaping service

38% Did a major remodeling or renovation on their home

64% Used a cleaning service

37% Used a home builder/contractor

enjoy their automobiles:

73% Own or lease 2 or more vehicles

99% Purchased or leased one or more new cars

60% Purchased a luxury car

as a result of reading the magazine:

62% Chose a restaurant

43% Shopped in an advertised store

34% Attended an event advertised or written about

26% Bought a product advertised or written about

71% Discussed something written about with others

Annual Expenditures:	PERCENTAGE OF READERS	AVERAGE AMOUNT SPENT	TOTAL AMOUNT SPENT
Vacations	88%	\$ 16,600	\$ 366,000,000
Jewelry & Watches	50%	\$ 4,000	\$ 50,000,000

Women's Apparel	89%	\$ 7,200	\$ 160,400,000
Men's Apparel	80%	\$ 5,200	\$ 103,740,000
Children's Apparel	53%	\$ 2,000	\$ 26,500,000
Home Furnishings	75%	\$ 18,100	\$ 340,000,000
Artwork & Collectibles	60%	\$ 5,100	\$ 76,250,000
Entertainment	72%	\$ 2,500	\$ 45,000,000
TOTAL discretionary spending of subscribers (excluding pass-along)			\$ 1,634,165,500

Monroe Mendelsohn Research (MMR), Inc. (and its subsidiary Mendelsohn Media Research, Inc.) is an internationally recognized, full-service [marketing](#) and media research company headquartered in [New York City](#).

Move to approve \$7,300.00 for ArtNews Magazine.

Motion: JB Second: HS 6-0-0. Motion carries.

Discussion: RM and CN would like to see more inns promoted in the advertorial. RM would like to see the name Provincetown more prominently displayed in the advertorial. RC would like to see the Friday night gallery strolls promoted as well. Marmillion + Co will write the advertorial and JB will vet.

➤ **Fall Radio Campaign:**

- We need to begin booking the July - December 2016 radio air space
- Following is the radio placement from July - December 2015

- Massachusetts Office of Travel and Tourism (MOTT) has engaged Passport Magazine to produce two videos for promotional use by the Commonwealth of Massachusetts
- Don Tuthill, Owner and Publisher of the National LGBTQ Travel Magazine Passport has chosen Provincetown for the subject of one of the videos
- Passport is planning to shoot the video in late April/early May
- The crew will come to Provincetown with their own models
- The concept of the promotional video will be similar to the recent swimsuit video Passport shot for Fort Lauderdale in February

B. VSB Administration

- **Ellsworth Creative:** The fiscal 2016 contracted and approved funds for Ellsworth Creative reached the budgeted \$15,000 in March.
 - Three months are left of the fiscal year and additional funds are needed
 - The first three quarters we spent \$15,000
 - The expensed averages \$5,000 per quarter
 - Up to \$5,000 could be needed for Ellsworth Creative

Move to approve up to \$5,000 for Ellsworth Creative.

Motion: RM Second: BS 6-0-0. Motion carries.

Discussion: RM would like to point out that edgier ads get higher CTR.

- **PR Firm Fiscal 2017 Contract:**
 - Renew contract for a fifth year
 - It has been recommended to revisit responsibilities of the PR firm
 - During year five we will send out an updated RFP outlining responsibilities of the firm

Move to approve \$40,000 for Marmillion + Company for Fiscal 2017.

Motion: BS Second: RM 6-0-0. Motion carries.

- **Graphic Designer Contract:**
 - Original contract with Ellsworth Creative was for 3 years with a 1 year renewal
 - The contract is not renewable for another year
 - We have been placing more ads and the need to increase the Graphic Artist funds are necessary
 - Contract Ellsworth Creative for 6 months July 1, 2016 – through December 31, 2016
 - The amount of the contract will be \$9,950.00
 - The contract for July 1, 2016 – December 31, 2016 will have wording to provide control of photography and promotional artwork
 - An RFB will go out to for the Graphic Artist to be contracted as of January 1, 2017

Move to approve up to \$9,950 for Ellsworth Creative for July 1 2016 – December 31, 2016.

Motion: BS Second: RM 6-0-0. Motion carries.

Discussion: BS thought Town Council read all BOS meeting minutes and vetted all contracts.

➤ **Provincetown Chamber of Commerce 2017 Co-op Grant:**

- Annual Coop Marketing Grant
- Up to \$20,000 for marketing and advertising Provincetown
- Receipts and copies of materials must be submitted for reimbursement
- Office of Tourism logo must be prominently displayed on all marketing and advertising material

Move to approve up to \$20,000 for the fiscal 2017 Provincetown Chamber of Commerce Marketing Co-op Grant.

Motion: RM Second: BS 6-0-0. Motion carries.

Discussion: HS would like to increase the amount of the co-op grants and not make it a matching type grant. RM believes it's within the purview of the PBG and Chamber to market Provincetown to their members and demographics and the VSB should not have full responsibility to promote the town. BS believes it's all in the how; the Town does not have a tourism / visitors guide per se and outsources these services to the two organizations.

➤ **Provincetown Business Guild 2017 Co-op Grant:**

- Annual Coop Marketing Grant
- Up to \$20,000 for marketing and advertising Provincetown
- Receipts and copies of materials must be submitted for reimbursement
- Office of Tourism logo must be prominently displayed on all marketing and advertising material

Move to approve up to \$20,000 for the fiscal 2017 Provincetown Chamber of Commerce Marketing Co-op Grant.

Motion: RM Second: BS 6-0-0. Motion carries.

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

BS – The PBG Executive Director has resigned and would like to see an update at the next meeting from our tourism partner. The PBG ED position is vital to promoting Provincetown to the LGBTQ market.

RM – the PBG board has formed a search committee to find and hire a new ED. Edward Atwood is the interim ED at the moment and the marketing committee has met as well. Most likely there will not be an executive director by summer.

RC - none

JB – none

HS – none

CN – none

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

Move to approve the minutes from 3.15.2016.

Motion: RM Second: BS 6-0-0. Motion carries.

Move to adjourn.

Motion: HS Second: CN 6-0-0. Motion carries.

Meeting was adjourned at 4:45 pm.

Respectfully submitted,
Radu Luca