

**Town of Provincetown
Visitor Services Board
Meeting Minutes from June 21, 2016, 3:00 pm
Town Hall, Judge Welsh Room
260 Commercial Street
Provincetown, MA 02657**



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

Members absent: Bob Sanborn - excused

Meeting was called to order at 3:01 pm by Jim Bakker.

Staff: Anthony Fuccillo, Radu Luca.

Others: Alli Baldwin – Roux Provincetown Guesthouse, Lesley Marchessault – PAAM, 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.

None

3. Tourism Director 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.**

None

B. VSB Administration – Tourism Director update and follow-up to VSB on various administrative matters. Discussion dependent. Motions may be made. Votes may be taken.

- **MILO Interactive:** Milo is the Web Developer that built the PtownTourism.com website – The hosting fees were included in the contract for the launch of the new website – Moving forward we will have annual fees for the PtownTourism.com website and all updates and testing

- **Annual Hosting -** \$478.00
- **SSL Certificate -** \$270.00
- **Domain Registration -** \$50.00
- **Total -** **\$798.00**

Move to approve \$798.00 for MILO Interactive LLC

Motion: RM

Second: HS

6-0-0

- **Tote Bags:** The Tourism Office has purchased tote bag from ITP Corporation since 2008 – An average of 5,111 bags annually – Over the past two years we have used approximately 6,000 bags annually

ITP Corporation	COST
Bags 12,000	\$12,840
Shipping - Up to	\$1,500
Total	\$14,340

YEAR	QUANTITY	UNIT COST
2008	5,000	\$1.06
2010	3,000	\$1.06
2010	2,000	\$1.06
2010	12,000	\$1.03
2012	12,000	\$1.03
2014	12,000	\$1.07
9 years	46,000	

Recommended motion to approve \$12,840 plus shipping and handling for 12,000 promotional tote bags.

Motion: HS

Second: MP

6-0-0

Discussion: JB asked where IPT is based in. CN asked whether we would include 2020 in the design for the tote bags. RM asked whether the Provincetown 400 logo would be included in the design of the bag. TF said 2020 would be included in the design.

➤ **Photo Shoots:** The shoots are in motion – We reviewed all the VSB comments and recommendations with Ellsworth Creative – The following revised photo shoots have been organized and agreed upon.

1. Holiday & New Year’s Eve – Will include guesthouse
 2. Halloween – may also include guesthouses
 3. Outdoor Eco-Tourism to take place in the dunes
 4. Stay & Play to include guesthouses & restaurants
 5. Arts & Culture
- Local residents and entertainers are being used to provide authenticity to the shoots. Each shoot will be highly styled using professional make-up artists, hair stylists, and photographers.
 - We are incorporating feedback from Women Innkeepers on the ads for women.

E-Mail Policy: Following is an excerpt from the Towns E-Mail Policy, specifically pertaining to multi-member boards and the Open Meeting Law

TOWN OF PROVINCETOWN
E-MAIL POLICY FOR APPOINTED AND ELECTED OFFICIALS

The Town of Provincetown has adopted a comprehensive Electronic Communications and Computer Usage Policy, found in Chapter 13 of the Town’s Personnel Regulations. This E-mail policy supplements Chapter 13, and provides guidelines relative to use of e-mail by elected and appointed town officials. Reference should be made to Chapter 13 of the Personnel Regulations, whenever further explanation is needed. Questions about this policy may be directed to the Town’s MIS Department, at (508) 487-7004.

Open Meeting Law – Under the Open Meeting Law, multi-member boards, committees and commissions may not conduct deliberations outside of a properly posted meeting. A “deliberation” is defined as “an oral or written communication through any medium, including electronic mail, between or among a quorum of a public body on any public business within its jurisdiction.”

Members of a multi-member board, committee or commission must be mindful of Open Meeting Law Requirements when using e-mail. E-mail communications amongst members of a board/committee/commission may constitute an impermissible deliberation, in violation of the Open Meeting Law. As a general practice, members of a multi-member board, committee or commission should not use e-mail to communicate amongst themselves, even when these communications involve less than a quorum of total members, except for the following limited reasons:

Distribution of a meeting agenda, scheduling or procedural information, or reports or documents that may be discussed at a meeting is often helpful to public body members when preparing for upcoming meetings.

These types of communications generally will not constitute deliberation, provided that, when these materials are distributed, no member of the public body expresses an opinion on matters within the body's jurisdiction.

Members of the VSB continuing to serve for fiscal year 2017 have received the complete policy by email and must sign the acknowledgement of receipt form.

Marketing & Advertising Insights:



BORRELL

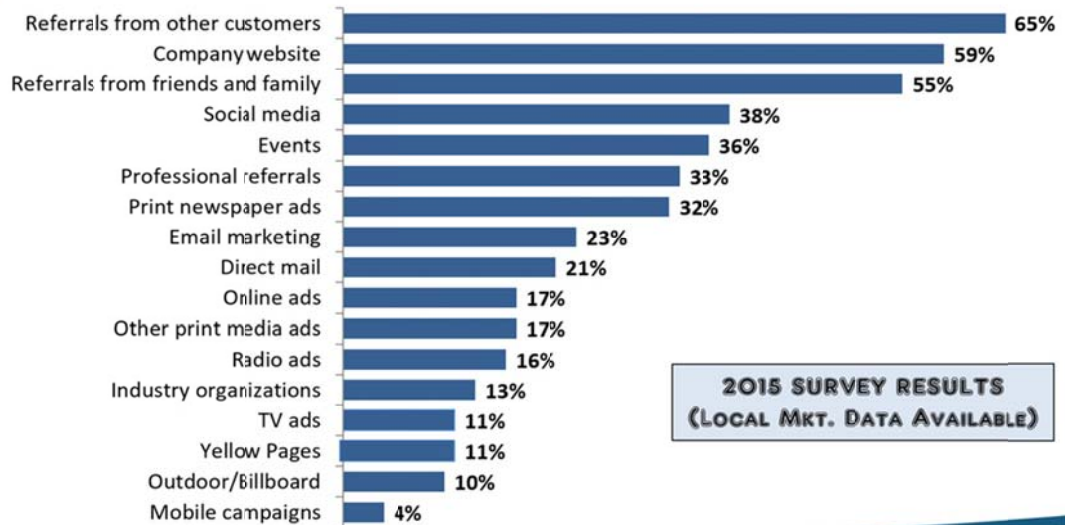
Tomorrow's Media Understood Today

Each year Borrell Associates does an SMB survey to provide intelligent insights to marketers and advertisers to support educated ad campaign placement decisions.

Following is the 2015 survey results. Moving forward, the following results will be helpful tools when considering advertising vehicles and medium.



What Drives New Business



2015 SURVEY RESULTS
(LOCAL MKT. DATA AVAILABLE)

Source: Borrell Q1 2015 SMB Survey; N = 2,990



2015 SURVEY RESULTS
(LOCAL MKT. DATA AVAILABLE)

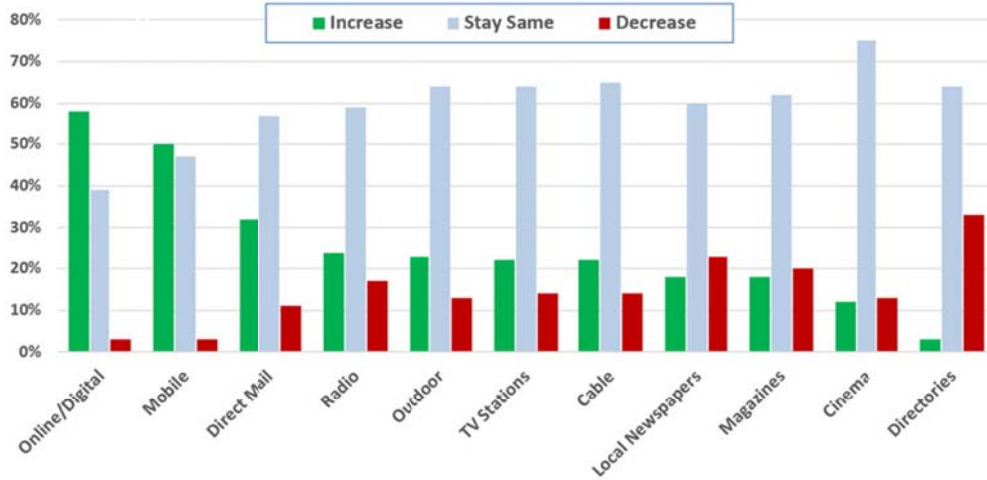
Respondents Aren't Just Any SMB

- 72% have fewer than 50 employees
- Avg. gross revenue \$2.1 million
- Avg. marketing expenditure \$133,224
- 74% are independently owned
- 70% have been in business 10+ years



**2015 SURVEY RESULTS
(LOCAL MKT. DATA AVAILABLE)**

SMBs' Anticipated Budget Change



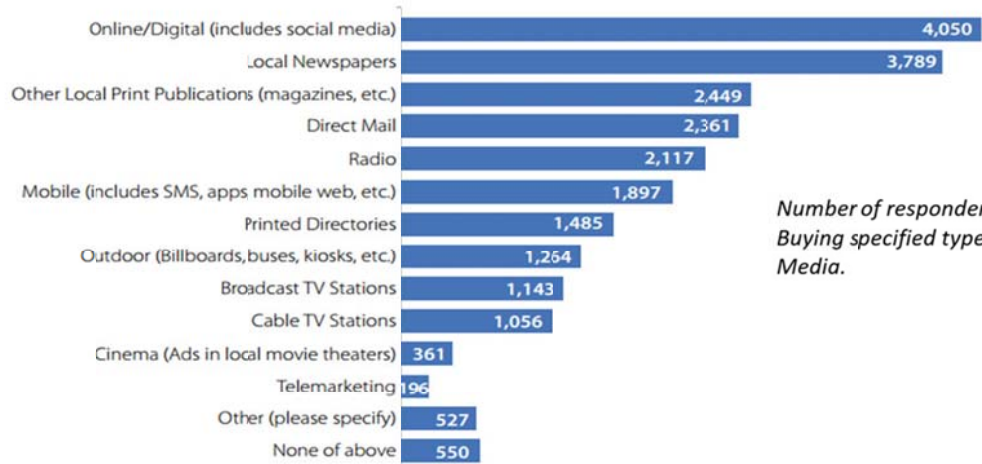
N = 4,633 responses

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**2015 SURVEY RESULTS
(LOCAL MKT. DATA AVAILABLE)**

All Media Buying Represented



*Number of respondents
Buying specified type of
Media.*

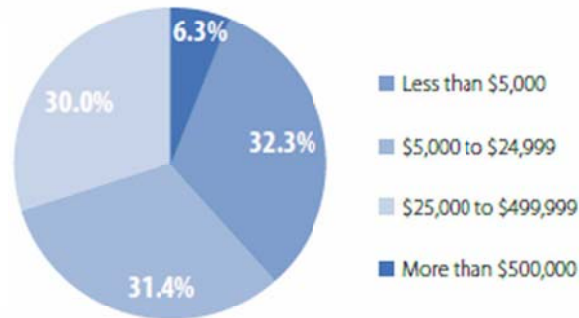
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2015 SURVEY RESULTS
(LOCAL MKT. DATA AVAILABLE)

Participants Are Active Advertisers

Survey Respondents by Amounts Spent on Marketing



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Ad Blocking Software: Ad blocking software for mobile devices is on the rise. Currently 47% of users are blocking ads on their desktops. 1 in 5 users are blocking ads on mobile devices. This will quickly rise. The Geo-Farming/Fencing campaign ads are imbedded in the newsfeed and can't be blocked.

The New York Times

Rise of Ad-Blocking Software Threatens Online Revenue

By MARK SCOTT MAY 30, 2016

Many of the world's largest Internet companies, like Google and [Facebook](#), rely heavily on advertising to finance their online empires.

But that business model is [increasingly coming under threat](#), with one in five smartphone users, or almost 420 million people worldwide, blocking advertising when browsing the web on cellphones. That represents a 90 percent annual increase, according to a [new report](#) from PageFair, a start-up that helps to recoup some of this lost advertising revenue, and Priori Data, a company that tracks smartphone applications.

The use of ad-blocking software [has divided](#) the online world. Supporters say it allows people to get better access to content without having to suffer through abrasive ads. Opponents, particularly companies that rely on advertising, say blocking ads violates the implicit contract that people agree to when viewing online material, much of which is paid for by digital advertising.

Mobile ad blockers, though, have become particularly widespread in emerging markets, where people are more reliant on their smartphones to use the Internet.

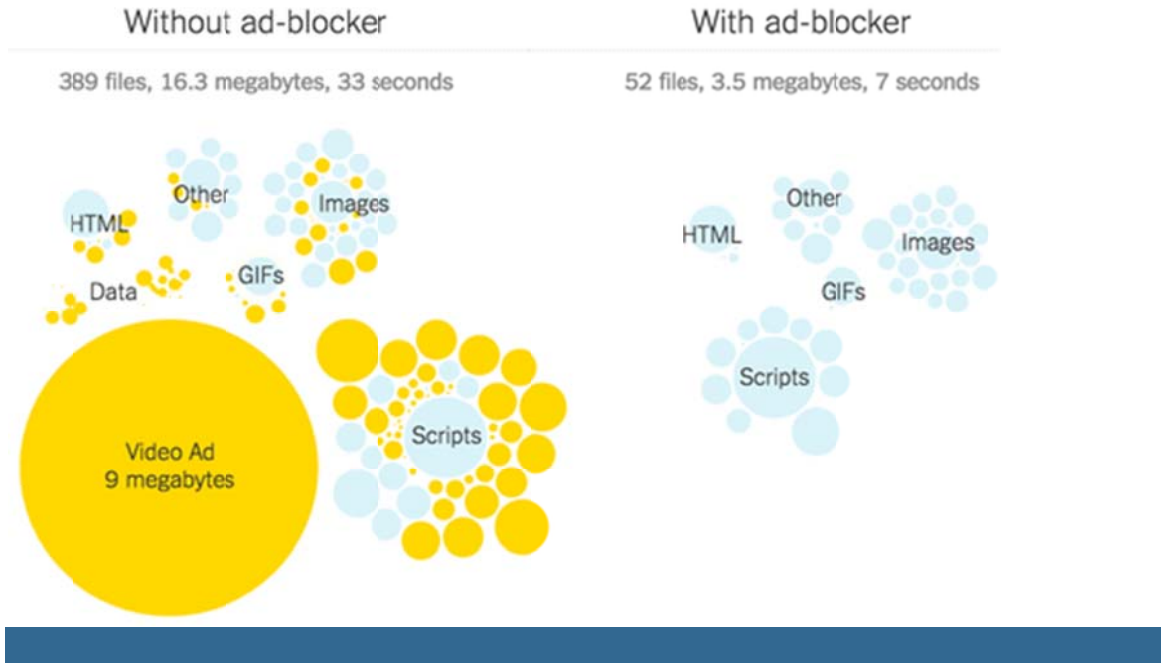
Already, 36 percent of the smartphone users in the Asia-Pacific region have so-called ad-blocking browsers on their mobile devices, allowing them to remove online ads when they use the Internet. In India and Indonesia — two of the world's fastest-growing Internet markets — that figure is almost two-thirds of smartphone users, according to the report.

"We found the results surprising because in the West we don't often consider what's going on in developing countries," said Sean Blanchfield, chief executive of PageFair. "It's only a matter of time until mobile ad blocking comes to the West."

INTERACTIVE GRAPHIC

The Cost of Mobile Ads on 50 News Websites

Most of the data on the mobile homepages of the top 50 news websites comes from advertising, demonstrating the appeal of ad blockers.



Patrick Kane, chief executive of Priori Data, said greater use of the software in emerging markets was driven by attempts to minimize spending on mobile data. Ad blockers help [conserve data and make websites load faster](#) by not downloading ads on people’s phones.

While mobile ad blocking is mostly an emerging market phenomenon now, it [is costing](#) the global advertising industry billions of dollars a year in lost revenue. Roughly 200 million people also have [ad-blocking software](#) on their desktop computers, PageFair estimates.

Still, only 4.3 million Americans, or 2.2 percent of smartphone owners, used ad blockers — through browsers or other services — on their smartphones as of March. By comparison, 159 million people in China have installed ad-blocking software on their cellphones, the report said.

But as people in Western markets increasingly rely on smartphones to reach the Internet, the use of mobile ad blocking is expected to rise.

In June, Three UK, a British cellphone provider, [will conduct an ad-blocking test](#) across its network, allowing people to opt in to remove ads whenever they use their mobile phones. Digicel, a carrier that operates mostly in the Caribbean, [has started offering](#) a similar service.

Analysts say such efforts may breach so-called [net neutrality](#) rules, which require all online data, including intrusive ads, to be treated equally. Legal experts, though, say the use of ad blocking has yet to be challenged in courts over whether it meets [net neutrality](#) standards.

Despite this legal uncertainty, people's interest in blocking ads, particularly on their cellphones, is unlikely to wane.

"It's already used by hundreds of millions of people," Mr. Blanchfield, of PageFair, said. "You can't put the cat back in the bag."

4. Board Members' Statements. Discussion dependent. Motions may be made. Votes may be taken.

RM – asked whether the info digital kiosks are up and running and where they would be stationed. Would like PIFF representative to show before the VSB and present a report and follow up on the event.

RC - would like to thank both CN and JB for their hard work.

JB – would like to thanks Staff and Board members, this is his last meeting, it's been a very rewarding and fine experience; has been on VSB since 2008; worked well together and we agreed more often than not, confident will leave the seat in good hands.

HS – would like to thank both CN and JB for their hard work.

CN – would like to thanks the Women Innkeepers for entrusting her, we have a got a lot accomplished.

MP – would like to thank both CN and JB for their hard work.

5. Approval of Minutes. Motions may be made. Votes may be taken.

Move to approve the meeting minutes from June 7th, 2016.

Motion: MP Second: HS 6-0-0

Move to adjourn.

Motion: MP Second: CN 6-0-0

The meeting was adjourned at 4:23 pm.

Respectfully submitted,
Radu Luca