



Town of Provincetown
The Visitor Services Board (VSB)
Meeting Minutes - Monday, May 7, 2018, 3:00 p.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA

Start Time: 3 p.m.

Attending – Rick Murray, Chair; Lesley Marchessault, Vice Chair; Jay Gurewitsch, At Large; Susan Avellar, Provincetown Chamber of Commerce; Andrea Sawyer, At Large; Regina Cassidy, At Large, Women’s Innkeepers

Absent: Robert Sanborn, At Large

Staff: Anthony Fuccillo, Director of Tourism; Nina McCormack, Assistant Director of Tourism

Minutes:

1. Public Statements - Board members are not obligated to respond to public statements

- Robin Lapidus, Executive Director of the Provincetown Business Guild (PBG)
 - Robin attended the Discover New England event in Falmouth which consisted of 80 tour operators. RL stated that she had 30 eight minute appointments. Rob Costa from Provincetown Dune Tours also attended and had appointments and Candice Collins-Boden from the Provincetown Chamber of Commerce was at the Booth.
 - RL felt that she gathered good information
 - Plymouth 400 held a night of theater and magic with children singing and literature and bags and bracelets all with the Plymouth 400 logo. RL feels there needed to be more of a presence of the Provincetown 400 at the conference and it was a missed opportunity.
 - RM stated that the Executive Director from the Pilgrim Monument spoke at the last VSB meeting.

2. Robin Lapidus, Executive Director of the Provincetown Business Guild (PBG) to discuss Camp Out! and Pride Marketing Grants

- RL clarified that the application was not for an event, but for marketing Camp Out! along with all the elements of camping along
- The PBG created a proposal but as time passed they had other priorities to execute and Camp Out! no longer fit with their strategic plan. And while a good concept, the decision to do something bigger was made. They also decided to move forward with just 4 events: Pride, Carnival, Holly Folly Stroll and First Light.
- At the January (2018) VSB meeting, there was discussion that the PBG would receive \$35,000 for Pride and the other three events but it was not to be given out until FY19. RL ask RM when it will be approved. AF described the timeline about reviewing grants: The VSB reviews them in January and votes on recommendations, then the budget is approved at the Town meeting, then the VSB and BoS meet to review the grants and once authorized by the BofS, they will become available on July 1, 2018.
- RM said that we do need to wait for BofS meeting if it is pertaining to FY18 Camp Out!. A RL if she is asking to change the use of the funding for a different event?
- (RC asked to see the grant application. NM – gave her the application)
- LM stated that the application was specific to Camp P (later changed to Camp Out!). The VSB does not normally allow for replacement events. LM also stated that the \$35,000 was for FY19.
- LM also stated that at the beginning of every yearly grant meeting, the VSB vote to allocate funds back into the budget rather than reallocating them for a different event within the same organization.
- RC – It specifically states Camp Out! and we review it as a whole so we can’t go back and have you change the event.
- Robin clarified that there are three different types of options for funding on the application. RM stated that the VSB needs to make sure we have done good faith efforts, and we have done things for Fantasia Fair and Bear Week. The PBG needs to get their applications in on a timely fashion as well as their reporting.

- RL stated there was confusion about the \$35,000 and while the PBG could execute the Camp Out! event, their strategic plan has changed more into the direction of Pride. The PBG doesn't want to use the funds for the event/marketing event, they want to use it for Pride. The PBG wants to be released from Camp Out! and move it to Pride.
- RM stated to the VSB that there are two options – forgo the specific event process or put it back in the pot. Do we help them out or stay with the process. Strategically we should try to work with the organization that promotes tourism.
- AF - gave example of grantees that have come before the VSB for change of dates but not change of replacement events.
- JG asked RL if they had ask for money for Pride? RM said that RL was confused when we made an exception about the FY19 grants. The \$35,000 will be able to be use the way they want to. The VSB needs to vote either way. And stated he didn't vote for it originally.

JG made a motion to grant reallocation from this grant (Camp Out!) to be used for Pride 2018

AS – 2nd the Motion

Discussion ensued:

- LM said that the VSB had just discussed Afterglow where we stated that we would not pre-allocate money for them. I worry if we do this allocation other grantees will also come forward with similar stories.
- SA stated wasn't on the Board when they voted. Changing a date is one thing (that is an accommodation) and stated that Robin herself stated she was opening a Pandora's Box.
- SA – Voted no
- AS – This is opening a can of worms. I am sympathetic – and I vote no.
- JG withdrew the motion.
- RM stated that the PBG can hold Camp Out! during this fiscal year and that the PBG must stay to the application.

JG withdrew the Motion

Items 3 and 4 on the Agenda were reported together

- RM asked for an update on the kiosks and tradeshow collateral working with Red Thread
- AF suggested that the items should move forward at the time of the new website so new materials reflect the new design. AF explained the kiosks were very old and we can't update them anymore.
- RM suggested we revisit this after Memorial Day weekend.

5. Reports from Red Thread Productions, Nadine Licostie, Principal

- a. Marketing and Communications Update
 - Gave a quick review on original presentation to the VSB
 - The idea was to engage in story-telling and we launched the “you belong here” campaign
 - The Visitor's Survey was accomplished
 - RFP is out for the new website
- b. Visitor Survey Report - Martha Tripp, MTI Marketing Services (*Recommendations are the opinion of MTI Marketing*).
 - Visitor – Objectives (slide) were to learn about who are current visitors are. We are trying to figure out who to market to in the future.
 - Example: 83% of visitors had been more than 5 times which means we don't need to spend money on retention. We need to focus on new visitors
 - Example: a survey questioned asked about welcoming attitudes in Provincetown for both LGBTQ and Hetero's and the survey results showed the attitudes were similar – all feel free to be themselves and welcome.
 - A dialogue between the VSB with questions regarding some of the results and methodology and were reminded that the survey process is a scientific process
 - A review of possible recommendations where shared

- RM asked that the report be shared with the Select Board
- NL shared that the Business Survey will be released next
- c. Social Media Campaign Report – Nadine Licostie and Daniel Holtzman from The Sparks Group
 - The first part of the campaign reflects a two week period and was launched April 5, 2018 on Facebook and Instagram
 - Engagement levels and impressions and cost per engagement were excellent.
 - 99% of facebook reactions were positive. The numbers point to digital advertising works. Spending money on this also helps the organic engagement.
 - Instagram – older people are now starting to use Instagram
 - Top 4 where the state page and lgbt page. 30% instagram users are going to the lgbt page.
 - Top performing ads were both LGBT
 - Overall the VSB was impressed by the results
 - DH stated that the next part of the campaign will be to add we added income targeting and we will be bringing more info on arts and other things... so we target by age, income, location, etc. and we follow them where ever they are. Once we see what is going well, we continue to target.
 - The Tourism website had a 5x increase.
 - Sparks will provide a strategy by the end of May.
 - Starting an influencer campaign
 - SA suggested that we include more local photographers in our work
 - JG asked Sparks what have you done to “check out” the influencers.
 - DH said that no one will have 100% real followers. But here is a small number of people who always follow you. The vast majority are real and we use platforms about engagement to see if they are true engagement or “robot” engagement. We use tracking codes and methods. We can share influencer engagement rates and we provide data on the actual performance to show what they are producing.
 - RM – please send the info to staff and Nadine for the next update

RM requested a Motion to change the order of the Agenda

Motion: SA Second: RM Motion approved 6-0; Motion Carries

6. Tourism Director’s Report

- Influencers
 - Two bad tourists are confirmed
 - AF submitted a list of Influencers from Red Thread

Marketing Grant program

The VSB voted on the promotional grants at the January 1, 2018 meeting.

The same information will be collected for the Board of Selectman meeting slated for May 29, 2018

AF - Recommended motion to authorize up to \$20,000 Matching Co-op Grant to Provincetown Business Guild to be disbursed during fiscal year 2019

Motion: LM Second: RM Motion approved 6-0; Motion Carries

AF - Recommended motion to authorize up to \$20,000 Matching Co-op Grant to Provincetown Business Guild to be disbursed during fiscal year 2019

Motion: LM Second: JG Motion approved 6-0; Motion Carries

AF - Recommended motion to authorize up to \$5,000 Matching Co-op Grant to the Center for Coastal Studies to be disbursed during fiscal year 2019

Motion: LM Second: JG Motion approved 6-0; Motion Carries

AF - Recommended motion to authorize up to \$5,000 Matching Co-op Grant to the Fine Arts Work Center to be disbursed during fiscal 2019

Motion: JG Second: AS Motion approved 6-0; Motion Carries

AF - Recommended motion to authorize up to \$5,000 Matching Co-op Grant to the Pilgrim Monument and Provincetown Museum to be disbursed during fiscal year 2019

Motion: LM Second: RC Motion approved 6-0; Motion Carries

AF - Recommended motion to authorize up to \$5,000 Matching Co-op Grant to the Provincetown Art Association and Museum to be disbursed during fiscal year 2019

LM recused herself from voting

Motion: RC Second: JG Motion approved 5-0; Motion Carries (one extension)

AF - Recommended motion to authorize up to \$5,000 Matching Co-op Grant to the Provincetown Theater to be disbursed during fiscal year 2019

Motion: LM Second: AS Motion approved 6-0; Motion Carries

AF - Recommended motion to authorize up to \$5,000 Matching Co-op Grant to the Provincetown Theater to be disbursed during fiscal year 2019

Motion: LM Second: AS Motion approved 6-0; Motion Carries

\$15K Marketing Grant to Provincetown 400 for marketing and promotion of the 400 year commemoration of First Landing of the Pilgrims at Provincetown 1620-2020. This will be the fifth installment over fiscal years 2015-2019 totaling \$75K. Grant funds approved and reimbursed to date:

DATE	DESCRIPTION	AMOUNT
2/23/2016	Adisson Agency - Logo Design	2,500.00
6/26/2017	Marketing & Public Relations	9,346.00
Total		11,846.00
Grant	Funds approved and allocated to date FY'15-FY'18	60,000.00
Balance	Remaining funds available	48,154.00

AF - Recommended motion to authorize \$15,000 Marketing Grant to the Provincetown 400 be disbursed during fiscal year 2019 or through the end of fiscal year 2021

Motion: JG Second: LM Motion approved 6-0; Motion Carries

A discussion was held regarding the color of the banners and it was suggested to reach out to DW direction for suggestions

AF - Recommended motion to authorize \$38,000 for Red Thread Productions services to be disbursed in equal monthly installments during fiscal year 2019

Motion: LM Second: RC Motion approved 6-0; Motion Carries

Recommended motion to authorize up to \$70,000 for Red Thread Productions for creative services to be disbursed during fiscal year 2019

Motion: LM Second: AS Motion approved 6-0; Motion Carries

Board Members' Statements—comments from Board members. Discussion dependent. Motions may be made. Votes may be taken.

- JG pointed out interesting details such as differences between hetero and LGBTQ; questioned why are we spending money on trade shows?; Would like to have Wayfinding signs.
- RC – Thanked NL and the Tourism department and feels the survey is a guide as how to move forward and how to spend the money.

- LM echoed RM. Great results. LM interpreted the trade result differently than JG. The shows are geared toward the tourism professionals. LM asked about the blue chair and AF said it is back on the beach.
- AS – We have a better feel on where we need to go and how to do it. We have some spectacular photographers and put out that we are looking for photographs with releases. There is a Provincetown photography page. I saw a video with whales... and it was great. For those not knowing where things are, there used to be green boxes on the streets with items. AF informed the VSB that an outside advertiser was filling them until last year. SA also clarified the individual is the same who had done land squares and is no longer doing that.
- AF mentioned that Boston Globe Mag named Herring Cove best beach.
- RM – no statement. Thank you to red thread and team and staff

Motion to adjourn

- **Motion: LM** **Second: RC** **Motion approved 6-0; Motion Carries**

The Meeting was adjourned at 5:32 p.m.

Respectfully Submitted,

Nina McCormack
Assistant Director of Tourism