



**Town of Provincetown**  
**The Visitor Services Board**  
**Minutes – September 17, 2018 3 p.m.**  
**Town Hall, Judge Welsh Room**  
**260 Commercial Street, Provincetown, MA**

**Start Time: 3:00**

**Attending** – Rick Murray, Chair; Lesley Marchessault, Vice Chair; Jay Gurewitsch, At Large; Regina Cassidy, At Large, Women's Innkeepers, Susan Avellar, At Large

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

**Absent:** Andrea Sawyer, At Large; Robert Sanborn, At Large

**Minutes:**

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

Steven Hooper, Vice President Provincetown Business Guild Board

- Steven stated that he had reviewed the Visitor's Survey and noted that 66% identified LGBT in town and thought about why the PBG was formed.
- SH read article from the Advocate from 1978 *about year-round tourism and how the (then) Chamber opposed it. The new group felt the gay tourist population was deteriorating and that once the PBG is established they will put the money toward marketing.*
- Stated that the PBG has a different voice than the VSB and questioned if Boston Spirit is the only gay magazine that the VSB has approved for marketing.

Morgan James Peters – Mashpee resident and part of the Wampanoag tribe

- MJP introduced himself and stated that he conducts business in town as street performer and in establishments with the Groovalottos. They have played in Lopes Square and their Spotify has increased dramatically. They have also received 4 Grammy nominations. He is also working year round at WOMR and the School House
- MJP then shared a bit about his Cape Cod history. His father was from Mashpee and he was raised here. He stated that Cape was not welcoming to people of color.
- He stated that the Tourism marketing is mostly to white people
- Wants to spark the conversation there are tourists of color and there is a spillover from Martha's Vineyard (and the Hamptons) for people of color, with a certain wealth.
- The Cape NAACP has a database of people that is not being accessed by the VSB.
- MJP stated that he has Liberation Multi-Media documents and will email them to the Tourism Office.
- We would like to be a resource for Tourism on Cape Cod. We need to start to attract a larger population of people of color.

Motion was made to move to item 4 (Goal for new tourism website launch) on the agenda

**Motion: JG                      2<sup>nd</sup>: RC                      Motion Approved: 5/0**

**4. Goal for new Tourism website launch**

- On Thursday September 20, 2018 the Selection Committee will meet to interview the Developers
- Evaluations of each proposer will be completed by the Committee
- The Tourism Staff will present the results to the Town Manger
- The Town Manager as Chief Procurement Officer for the Town of Provincetown will begin the process of negotiating a contract with the most desired recommendation of the committee
- If an agreement/contract with the most desired is not reached, the Town Manager will move on to the second most desired to negotiate a contract

- The website development process will be 6-9 months to launch
- The Committee consists of Rick Murray, Jay Gurewitsch, Anthony Fuccillo, Beau Jackett, and Nina McCormack. Nadine Locostie will attend as an advisor.

## 5. Department Report

### Fiscal Year 2019 Media Buy

- Following the FY'19 Marketing Strategy presented on August 6, 2018, Red Thread. Highlights include:

9/5/2018	FISCAL YEAR 2019 MEDIA BUY CALENDAR			
Schedule	Description	Platform	Message	Info
Sep-18	NewEngland.com	Online publisher	Food,drink, stay	Yankee Mag
	Digital Display	Digital Display	Fall/Winter	TSG
	Social Media	Social Media	Fall Weekends	TSG
	Radio	Radio	Fall Weekends	
Oct-18	Social Media	Social Media	Winter	TSG
	Digital Display	Digital Display	Winter/First Light	TSG
	Online Publisher	Online publisher	Winter	Towleroad?
	Bird's Eye	Print	First Light	Nov/Dec
	Boston Spirit	Print	Winter holidays	Nov/Dec
	Billboard	Outdoor	Winter holidays	ClearChannel
Nov-18	Online Publisher	Online publisher	First Light	TSG
	Social Media	Social Media	Winter culture	TSG
Dec-18				
Jan-19	Bird's Eye	Print		Jan/Feb
	Digital Display	Digital Display	Summer travel	TSG
	Cape Cod Travel Guide	Print	General travel	CC Chamber
	Destinations	Print	Summer	ABA
Feb-19	Social Media	Social Media	Spring Break	TSG
Feb-19	Digital Display	Digital Display	Summer Events	TSG
Mar-19	Bird's Eye	Print	Pride,	March/April
	Online Publisher	Online publisher	Art	
	NewEngland.com	Online publisher	Summer travel	
	Digital Display	Digital Display	Art	TSG
	Social Media	Social Media	Summer Holidays	TSG
	Social Media	Social Media	Summer	TSG
	Boston Spirit	Print	Art	March/April
	Radio	Radio	Spring	
	Print		Summer	
Apr-19				
	Social Media	Social Media	Pride	TSG
	Radio	Radio	Summer	
May-19	Social Media	Social Media	Summer travel	TSG
	Boston Spirit	Print	Summer entertainm	May/June
	Bird's Eye	Print	Summer entertainm	May/June
Jun-19	Bird's Eye	Print	Early Fall	July/Aug

### Discussion:

- JG asked if the Arts needed to be moved to January and February to mirror the award season. He also suggested targeting DC in the April/May advertising for August visits. JG also stated that there is no change in this plan from last year.

- RC stated that most of her bookings start coming in in February and March and then right after April 15th (after taxes). RC stated that we have been waiting since July for the information in more detail from Red Thread. JG agreed. AF confirmed.
- SA asked if the winter marketing include Holly Folly. AF – yes.
- LM suggested a general template for the year would be a good idea.
- AF agreed and stated that one of the goals and objectives is to have a 3 year strategy with Red Thread. AF stated that we are still challenged by our visual identity.

**Media Placement & Activity:**

<b><u>Proposed Publication/Project</u></b>	<b><u>Purpose</u></b>	<b><u>Up To/Amount</u></b>
• Boston Spirit Magazine	FY'19 ad buy	\$6,100
• Bird's Eye View	Holiday/Winter issue	\$650
• Cape Cod Travel Guide	2019 Annual National Issue	\$3,750
• Destinations Magazine	Jan/Feb Group Travel	\$2,410
• NewEngland.com	Fall/Spring Sponsored Content	\$7,600
• CapeCod.com	Fall Sponsored Content & Ads	\$2,170
• Outfront Media	Five Billboards Oct-Dec	\$9,400
• Digital Ad Space Buy	Social Media & Digital Display	\$31,000

**Media Placement Creative Work and Activity**

Boston Spirit – AF reviewed statistics and showed samples of the Boston Spirit magazine with spreads. The Tourism Department advertises in three of the six publications. PBG no longer advertises in it.

**Recommended motion to approve \$6,100 for Boston Spirit Magazine**

**Motion: JG                      2<sup>nd</sup>: RC                      Motion Approved: 4/0**

Birds Eye View

Michelle Hayes is retiring and the publication is being taken over by Hawthorne. The new distribution will be 4 times a year and comes out in seat pockets.

**(3:47 – RM arrives)**

We always had a great relationship with them. Nov/Dec/Jan/Feb so that issue is \$650 for ½ page ad. For this one issue it will be tailored to winter holidays and redesign the ad.

**Motion: RC                      2<sup>nd</sup>: JG**

Discussion:

For continuity, the ads need to be similar. AF we feel the ads need a different flavor depending on the audience.

**Recommended motion to approve \$3,900 for Bird's Eye View**

**Motion: RC                      2<sup>nd</sup>: JG                      Motion Approved: 4/0**  
 RM abstains

Cape Cod travel guide

AF stated that we secured the ad next to the TOC. We are going into our 4<sup>th</sup> year. Early bird special is \$3,750 to book before October 1, 2018. It's a national mag and CVS, Walmart, Costco, and newsstands sell it for \$5.95.

**Motion: RC                      2<sup>nd</sup>: JG**

Discussion

- JG asked if they offer national distribution and circulation numbers and how many are distributed.
- RM stated that how we need to start branding in a more cohesive way. There are different fonts and feels but when you look at other advertisers, (the bus association) has different fonts... When Tofer was doing things it was much more consistent when you see the word Provincetown. One font, one bold presence through the year.
- SA agreed that we need to be recognizable.

**Recommended motion to approve \$3,750 for a full page ad in Cape Cod Travel Guide**

**Motion: RC                      2<sup>nd</sup>: JG                      Motion Approved: 5/0**

Destinations Magazine

AF showed samples of the ad and the magazine. There is a similar theme and audience. But notes that group tours skews older. The magazine goes to tour operators not the consumers.

Motion: SA                      2<sup>nd</sup>: RC

Discussion:

- LM asked if there is anything digital we can do with them. AF stated that there are issues are 6 issues a year. In Jan/Feb they all meet and are handed the magazine.

**Recommended motion to approve \$2,410 for Destinations Magazine**

**Motion: SA                      2<sup>nd</sup>: RC                      Motion Approved: 6/0**

New England Network, and New England.com – Digital Yankee Magazine

- AF stated that this year we want to do digital – sponsored content stories which target ages 35-50

Motion: SA                      2<sup>nd</sup>: JG

Discussion:

- RC asked why aren't we advertising the fall? AF stated that it wasn't on the radar so winter will be promoted.
- RM asked if they write the story, do we get to proof the story or do they just run with it?
- AF stated that we review the article since it is a paid advertorial
- RM commented to add guest houses that are open on a year round basis as well as restaurants and retail shops and galleries. Ferry service too.
- AF stated that we will tell Red Thread and they will work with the advertorial.

**Recommended motion to authorize \$7,600 for NewEngland.com**

**Motion: SA                      2<sup>nd</sup>: RC                      Motion Approved: 6/0**

CapeCod.com

AF stated that CapeCod.com offers 4 sponsored contents written by their journalists. We want to do 4 stories which includes 90k impressions

**Motion: JG                      2<sup>nd</sup>: LM**

Discussion:

- RM stated that the marketing the businesses that remain open since the advertising is geared toward visitors
- AF stated that we are making an effort start telling the story
- JG stated that the visual images used should be of businesses that are open. It's unfair to advertise those who are closed.

**Recommended Motion to authorize \$2,170 for CapeCod.com**

**Motion: JG                      2<sup>nd</sup>: LM                      Motion Approved: 6/0**

## Outfront Media

- AF stated that Red Thread and feels strongly that we should use billboards and reviewed the possible locations. Also stated that a lot of destination advertising is billboards.

**Motion: JG**                      **2<sup>nd</sup>: RC**

### Discussion:

- RM asked if there is flexibility to go to 495 and go west to get the Pike? AF will ask.
- JG asked if the VSB gets to see the content. AF stated that if we have to show everything it will slow down the process – but we will show you this.
- RM stated that we need to use just the one script font

## **Recommended motion to authorize \$9,400 for OutFront Media**

**Motion: JG**                      **2<sup>nd</sup>: RC**                      **Motion Approved: 6/0**

### **Red Thread Fiscal Year 2019 Marketing Strategy/Creative Budget/Ad Creative**

- Following the FY'19 Marketing Strategy presented on August 6, 2018, Red Thread submitted the detailed spending plan for media buying and placement
- The Creative Budget is expected from Red Thread on Tuesday September 18, 2018 with the \$70K spending plan for FY'19
- The Ad Creative will begin to be developed to support the media buy
- Red Thread has proposed updating the Visual Identity having the woodcut style logo married with the Provincetown cursive and 'You Belong Here'
- Once completed the Style Guide will be updated

### Discussion:

- The VSB agrees that we want a consistent look. And it was confirmed that the creative for the new creative will be out of the \$70,000 creative budget.
- RM stated that the VSB can give our suggestions and guidance but it is up to Red Thread for creativity. It is part of their contract. They are responsible for this project.
- JG stated that in his year on the Board he doesn't recall ever discussing the wood cut used for the foreseeable future. He thought it was a compromise – that the current logo/woodcut would be used until such time as something else was going to be presented. The rest of the Board agreed.
- RM does think it is a good time to revisit the idea of the logo.
- JG is opposed to the woodcut moving forward. Feels it is outdated. Wants to use the scripted Provincetown and You Belong Here. And the advertising would stick to this style guide.
- RC agrees with JG.
- RM thinks Red Thread has been cautious. Things need to get done in a proper sequence and that is why we hire professionals. And the onus is on them to come up with a creative design.
- LM asked if the dollar amount means re-working the current logo or starting from scratch?
- AF answered that it's taking the current script and tagline and working with it with 4 designs and allowing 6 revisions.
- RM stated that he doesn't think Red Thread wants to go back to that drawing board. We need to be careful and get as much consensus as possible.
- LM stated that we want to be careful not to spend too much money if there is a possibility that we want to change it in the future, let's not take a step backward.
- SA stated that she likes the current wood-cut – and the monument included in our visual id.
- RM asked if we want to pivot now or do we want new layouts? Also feels that Pilgrim Monument is part of our identity but it needs to be updated to modern times.
- RC asked about the timing; AF stated that Red Thread feels we can't move forward with a new campaign without a visual identity. If it can't be done quickly, we will have to continue with what we have.
- JG stated that when we have the new web development person they need a style guide.

- RM stated that we will work with the new web company, Red Thread, and staff to work on new visual identity together but Red Thread should move forward to get the process started.

**Recommended motion to move forward with the updated design of the Visual Identity and Style Guide**

**Motion: JG                      2<sup>nd</sup>: RC                      Motion Approved: 5/0**

**Digital Media Buy:**

AF reviewed the Spring Digital Media Buy results:

- Social Media
  - 6.1M Impressions
  - 113.3K Clicks
  - 7.5K Page Views
- Digital Display
  - 2.9M Impressions
  - 15.8K Clicks
  - 574 Page Views
  - The Social Media and Digital Display advertising campaign will go through December

**Recommended Motion to authorize \$31,000 for Social Media and Digital Display advertising through Red Thread**

**Motion: JG                      2<sup>nd</sup>: LM                      Motion Approved: 6/0**

**2020 Tourism Grants:**

- 2020 Grant Cycle begins with placement of Legal Ads in the Provincetown Banner
- Ads are scheduled to run 9/27, 10/4 & 10/11
- Applications are due on Monday 12/3/18 by 4:00 PM
- The applications will be electronic
- There will be two electronic applications
  - Event Grants
  - Marketing Grants

**Local Option Tax: Rooms:**

- The Tourism Fund receives 35% of the Room Tax collected each year
- Deposits are made to the Tourism Fund quarterly
- The tax deposits in FY'18 totaled \$772,023
- The three year average deposit to the Tourism Fund is \$750,305

**Five Year Plan:**

- AF First DRAFT
- Take into account the three year trend of \$750,305 and the 2018 Rooms Tax Deposits of \$772,203 to the Tourism Fund
- *Should* the FY'20 budget remain \$750,000?
- *Should* the FY'20 budget increase to \$775,000 allowing an increase in marketing funds of \$25,000 to \$425,000?

Tourism Fund	BUDGET		DRAFT		PROJECTIONS							
	FY 2019		FY 2020		FY 2021		FY 2022		FY 2023		FY 2024	
	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%
<b>TOTAL REVENUES</b>	750,000		750,000		750,000		750,000		750,000		750,000	
<b>TOTAL EXPENSES</b>												
<b>Tourism Budget</b>												
<b>Marketing</b>	400,000	53.33%	400,000	53.33%	400,000	53.33%	400,000	53.33%	400,000	53.33%	400,000	53.33%
<b>Grants</b>	150,000	20.00%	150,000	20.00%	150,000	20.00%	150,000	20.00%	150,000	20.00%	150,000	20.00%
<b>Municipal</b>	50,000	6.67%	50,000	6.67%	50,000	6.67%	50,000	6.67%	50,000	6.67%	50,000	6.67%
<b>Beautification</b>	10,000	1.33%	10,000	1.33%	10,000	1.33%	10,000	1.33%	10,000	1.33%	10,000	1.33%
<b>Coordination &amp; Support</b>	140,000	18.67%	140,000	18.67%	140,000	18.67%	140,000	18.67%	140,000	18.67%	140,000	18.67%
<b>Tourism Subtotal</b>	750,000	100.00%	750,000	100.00%	750,000	100.00%	750,000	100.00%	750,000	100.00%	750,000	100.00%

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

- LM leaves at 4:52
- SA – none
- RC stated that she feels we are starting to finally getting into the plan and we have fallen behind. From what I can see, we have been waiting on Red Thread. And thank you to both speakers.
- JG – I second what RC stated. I’m not the only one who is frustrated and I’m hoping this is the first step in the branding process.
- RM would like to have staff to create a letter to Candy from the VSB to thank her for all her services.

**Motion to Approve August 6, 2018 Minutes**

**RC: Motion**

**JG: 2<sup>nd</sup>**

**Motion Approved: 5-0**

**Motion to adjourn 5:03pm**

**RM: Motion**

**RC: 2<sup>nd</sup>**

**Motion Approved: 5-0**

**The Meeting was adjourned at 5:03 p.m.**

Respectfully Submitted,

Nina McCormack  
Assistant Director of Tourism