

**Town of Provincetown
Visitor Services Board with Board of Selectmen
Meeting Minutes from May 22, 2017, 6:00 pm
Town Hall, Judge Welsh Room
260 Commercial Street**



Board of Selectmen members present: Cheryl Andrews – Chair, Erik Yingling – Vice Chair, Louise Venden, Tom Donegan, Bobby Anthony

Visitor Services Board members present: Rick Murray– Chair, Lesley Marchessault – Vice Chair, Hersh Schwartz, Bob Sanborn, Dan Vanwaus, Regina Cassidy.

BOS members absent: none.

VSB members absent: Marian Peck - excused.

Meeting was called to order at 6:10 pm by Lesley Marchessault.

Staff: David Panagore – Town Manager, David Gardner – Assistant Town Manager, Josee Young – Town Accountant, Elizabeth Paine – Secretary to the Board of Selectmen, Anthony Fuccillo – Director of Tourism, Radu Luca – Assistant Director of Tourism.

Others: Candice Collins-Boden - Executive Director, Provincetown Chamber of Commerce, Lisa Giuffre – Executive Director Provincetown 400,

Agenda:

1. BOS approval of VSB FY18 promotional and enhancement tourism grants. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Town Manager)

FY 2018 Tourism Promotional Grant Awards – ATM Article 42

Requested by: Visitors Service Board, 5/8/ 2017

Action Sought: Approval

MOVE that the Board of Selectmen vote to approve funding for \$6,500, from the Tourism Fund, for the FY 2018 Tourism Promotional Grants for the Great Provincetown Schooner Regatta.

<i>Motion</i>	<i>Second</i>	<i>In favor</i>	<i>Opposed</i>	<i>Disposition</i>
EY	LV	4	0	CA abstained

MOVE that the Board of Selectmen vote to approve funding for \$132,596, from the Tourism Fund, for the FY 2018 Tourism Promotional and Enhancement Grants, as recommended by the Visitor Services Board.

Additional Information

See attached memo and Grant Recommendation Summary, VSB minutes from Jan 4th, 2017.

Board Action

<i>Motion</i>	<i>Second</i>	<i>In favor</i>	<i>Opposed</i>	<i>Disposition</i>
EY	LV	5	0	

2. BOS approval of VSB FY18 co-operative marketing tourism grants (Provincetown Business Guild, Provincetown chamber of Commerce). Discussion dependent. Motions may be made. Votes may be taken. (Requested by Town Manager)

FY 2018 Matching Co-Op Marketing Grants – Chamber, PBG (ATM 42)

Requested by: Visitor Services Board, 5 /8/ 2017

Action Sought: Approval

Proposed Motion(s)

MOVE that the Board of Selectmen vote to approve the FY 2018 matching co-operative marketing grant agreements with the Provincetown Chamber of Commerce for \$20,000 and the Provincetown Business Guild for \$20,000 as recommended by the Visitor Services Board.

Additional Information

See attached staff memo from Director of Tourism Anthony Fuccillo, VSB minutes from April 24th, 2017.

Board Action

<i>Motion</i>	<i>Second</i>	<i>In favor</i>	<i>Opposed</i>	<i>Disposition</i>
TD	EY	5	0	

3. BOS approval of VSB FY18 co-operative marketing institutional tourism grants (Center for Coastal Studies, Fine Arts Work Center, Pilgrim Monument and Provincetown Museum, Provincetown Art Association and Museum, Provincetown Theater). Discussion dependent. Motions may be made. Votes may be taken. (Requested by Town Manager)

FY 2018 Co-Op Marketing Grants – CCS, FAWC, PAAM, PMPM, PT (ATM 42)
Requested by: Visitor Services Board, 5 /8/ 2017 Action Sought: Approval

Proposed Motion(s)

MOVE that the Board of Selectmen vote to approve the FY 2018 matching co-operative marketing grant agreements with the following Five (5) Provincetown Institutions: Center for Coastal Studies (CCS), Fine Arts Work Center (FAWC), Provincetown Art Associations and Museum (PAAM), Pilgrim Monument and Provincetown Museum (PMPM) and Provincetown Theater (PT) for \$5,000 each as recommended by the Visitor Services Board.

Additional Information

See attached staff memo from Director of Tourism Anthony Fuccillo, VSB minutes from April 19th, 2016.

Board Action

<i>Motion</i>	<i>Second</i>	<i>In favor</i>	<i>Opposed</i>	<i>Disposition</i>
EY	BA	4	0	

4. BOS approval of FY15 – FY 18 Provincetown 400 marketing tourism grant. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Town Manager)

FY 2018 Marketing Provincetown 400 (ATM 42)

Requested by: Visitor Services Board, 5 /8/ 2017

Action Sought: Approval

Proposed Motion(s)

MOVE that the Board of Selectmen vote to approve the FY 2015, FY 2016, FY 2017 and FY 2018 marketing grant agreement with Provincetown for \$15,000 annually for the abovementioned fiscal years in the total amount of \$60,000 as recommended by the Visitor Services Board.

Additional Information

See attached staff memo from Director of Tourism Anthony Fuccillo, VSB minutes from April 24th, 2017.

Board Action

<i>Motion</i>	<i>Second</i>	<i>In favor</i>	<i>Opposed</i>	<i>Disposition</i>
EY	BA	5	0	

BOS member statements:

CA said the VSB is nearing 20 years in existence and would like to see an activity report looking back and moving forward; brought up the issue of conflict of interest and appearance of after consulting the town counsel in a small town where townspeople and elected town officials are part of various town groups; brought up the issue of confusion among BOS, Town Staff, Town Administration and VSB and this issue needs attention and needs to be addressed in the future; addressed the re-nomination of incumbent VSB Board members from their constituents.

LV would like to see more information about the demographic visiting here, where they come, how they get their information about Provincetown, how much they spend and how they spend.

TD believes we don't spend enough on marketing and we don't spend as much as our competitors; would like to look at dividing the marketing budget into existing line items, but also attract new demographics and invest in those markets.

EY believes we could reexamine the formula for the room tax revenue allocation of funds, we should reexamine our priorities; believes the majority of the AirBnb tax should go towards tourism and tourism marketing and enhancement.

Move to adjourn.

Motion: LM Second: BS 5-0-0. Motion carries.

Meeting was adjourned at 6:55 pm.

Respectfully submitted,

Radu Luca