

**VISITORS SERVICE BUREAU**  
PUBLIC MEETING  
Judge Welsh Room, Town Hall  
Provincetown MA

**TUESDAY, FEBRUARY 20, 2018**

Members Present: Richard Murray (RM), Chair, PGB; Lesley Marchessault (LM), Vice Chair, Arts Com.; Regina Cassidy (RC), Women Innkeepers; Jay Gurewitsch (JG); Andrea Sawyer (AS); Susan Avellar (SA); Bob Sanborn (BS), on conference call from Palm Springs.

Others Present: Anthony Fuccillo (AF), Tourism Director; Nadine Licostie (NL), Principal, Red Thread, on conference call; Jody O'Neil (JON), Recording Secretary.

The meeting was called to order by RM at 10:00 am.

- 1. PUBLIC STATEMENTS** – Five minutes maximum. Board members are not obliged to respond to public statements.

**New York Times Travel Show/PBG**

Robin Lapidus (RL), Executive Director of the Provincetown Business Guild, reported on the overwhelming experience of being at the NY Times Travel Show with the Tourism Office (TO); said they were approached by a number of writers offering to write stories of the Town who weren't aware of the marina life and other facets of the Town; said she's looking forward to working with the TO to facilitate these writers.

RL noted a party they sponsored for 100+ LGBT media influencers; mentioned that the NYC event, compared to the Boston Globe show, was a much better return on the investment as it was attended by a wider, more varied and international contingent.

RM introduced the Grantees Update as a new feature to facilitate feedback and updates from VSB grantees over the past year.

- 2. GRANTEES UPDATE: Canteen**

Loic Rossignon (LR) spoke of the Canteen Holiday Market; said the grant of 1k helped with marketing and that last year's was the 3<sup>rd</sup> and biggest yet. LR said they look at the Market as a destination and as an incubator for new and younger businesses, including Samantha who now has an arrangement with the Provincetown Monument to sell her whole sale items; Derrick who got art gallery representation; Matt who got a job as an art director from his Market setups; and Rebecca's Japanese eats.

LR said the Market met its goals in remaining open for 16 days despite the cold and rain, only closing one day early at 3:30 due to the weather; hours were generally 7 am, to 6 or 7 pm; they were able to accommodate 20 vendors at a time and 26 single vendors in total; on the slowest day

had nine vendors but was still decently attended; vendors varied from chocolate-makers to tea producer to jewelry makers to artists in various mediums; antique dealers, book dealers, cosmetics makers and specialty vendors, and all vendors were given spots at zero cost.

LR said the Market featured free ice-skating; kids from the school came down to sing Christmas Carols put together by Mary Abt; a visit by Santa Claus and the German Christmas Demon; a bonfire with story-telling by drag queens; a theatre performance for \$10, and a Hanukah celebration.

LR reported that the middle of the month is harder for attendance but that the Market was always active; in a re-cap survey, vendors all reported doing better than they expected and all want to return next year;

LR noted that after three years, the Market is still not financially successful but succeeds in the other ways, as described; that looking forward, they are considering opening the Market for Thanksgiving and for the December season a week earlier; making the Market more sustainable and less weather dependent, as well as seeking more help from the community with access to grants, in order to help make the Market more financially viable.

SA said she felt the Market was a very positive experience; a creative, innovative project; AS asked how LR thought the Market could deal with weatherization. LR said they wanted to keep it as an outdoor Market, in the German-style, but were considering canopies. .

LM asked if advertising went to social media and other means. LR replied that an ad ran in the Banner and some spots ran with Dunes 102 radio; printed posters and hard-rack cards, and posted Facebook (FB) ads.

RC commented that she was please the vendors were happy, noted the bad weather and glad to hear the Market was successful in spite of it.

JG asked if LR had spoken to Dunes Radio and Cape Cod Media about becoming sponsors to support through advertising. LR said that Dunes charges to do a remote segment. JG suggested posting logos prominently in exchange for ads and asked if VSB were to double the Market's budget next year, how that money would be spent. LR responded that they would seek Mid and Upper Cape exposure; that a Banner ad is \$280 per posting so they run that three times and it's their budget; repeat ads would help with the middle of the month attendance.

JG asked if LR had a sense of FB clicks. LR said, yes that Canteen keeps track of that, but he didn't have the number on hand

RM stated that the Market is a point of pride among the VSB's grantees; requested an e-mail with FB marketing data, strongly suggested boosting Instagram and FB ads as they'd get more bang for the buck than print ads; suggested sending notes to Chambers, Barnstable three months out. SA asked why the Market doesn't use WOMR. LR said there was no reason, that it just hadn't happened, but he is open to it. AS asked if there had been a banner put across Commercial St. LR said they did a banner last year but it was stressful keeping it aloft.

### **3. GRANTEES UPDATE: Swim for Life**

Jay Critchley (JC) said last year was the most successful in the event's 30 years; had about 400 swimmers over the last five years; last year raised close to 300k, which is 50k more than last year; that the event has evolved organically; people are crazy about the t-shirts, Eddie Riter's design was a big hit.

JC cited list of business sponsors: Seaman's Bank, which sells the t-shirts at the Bank and makes cash deposits on the day-of as there's no pre-registration; Provincetown Banner, which runs JC's column; Far Land Provisions providing a free Mermaid brunch to 600-800 people; Boatslip providing the location; Fanizzi's; Harbor Hotel; Lobster Pot; Muscle Beach Health Club, Crowne & Anchor; Roberta Walker Gallery, Cape Air; Bay State Cruises; Art's Dune Tours; Seashore Point and Pro-Tools.

JC referenced a survey done a number of years ago, reported that up to \$250,000 of the 300k in revenue comes from out of town; that at least 2,000 to 3,000 people come to town and most stay three to four nights, adding to the Town's economic impact.

JC mentioned the Celebration of Life concert held the night before the Swim which sets off the event; that they always want to bump up social media, don't pay for advertisement, have gotten free ads from WOMR, Dunes Radio and the Banner and a number of websites and publications from off-Cape.

JC reported the beneficiaries of the Swim as primarily Helping Our Women and the AIDS Support Group of Cape Cod, but also the Soup Kitchen, Outer Cape Health Services, Cape Cod's Children's Place; the org that is the West End Racing Club, and Accessible Provincetown.

RM asked for a breakdown of money distribution. JC responded that about 200-225k is distributed to the various beneficiaries with the majority going to HOW and AIDS Support Group; the rest, he said, is dedicated to running the event.

SA spoke favorably of the event, as did AS who said she was amazed that JC kept topping himself. JC said they had a database of about 6500 and that year-round communication helps build momentum. LM said she felt it was a great event and she was happy to support it.

RM asked if JC would be willing to share the list of 6500 for a TO business survey. JC said they usually do not share their contacts, but he would speak to his Board about the matter. RM clarified that the TO didn't need to collect or store the emails, but just use to send out the survey.

RC thanked JC for the orgs helped. JG said it was amazing and spoke to the ethos of the Town better than anything else.

### **4. GRANTEES UPDATE: Miss Gay Massachusetts**

Lawrence Moran (LMN), Tish DeWilliams (TDW) presented.

TDW thanked the VSB for all its help in promoting the event and the Crowne & Anchor for hosting the event, now in its 30<sup>th</sup> year. LMN said they'd increased the marketing through ads in the Banner, Provincetown Magazine and the Cape Cod Times, although they didn't find print ads were a great return on the investment; plan to contact WOMR going forward. LMN said he had a decent-sized database at his salon and used that to promote the event

RM said that the VSB had directed the organizers to sit with the TO and figure out how to better promote the event.

TDW responded to JG that last year's attendance was about 600 and this is the event's 10<sup>th</sup> year in Provincetown, but weather plays a big part. LMN said the challenge is getting contestants to this part of the country, as opposed to the south. RC applauded the organizers for running an event in April. LMN said it's the first big event of the year.

LM asked how many nights people spend in town. TDW replied that the weekends work the best and when they have more contestants, Sunday night is bigger; LMN added that a Friday night party doesn't really pan out, or pay-off financially.

AS asked how many competitors participate and is it a nation-wide contest. TDW replied that it is national in scope and that she has had as little as one contestant; wished Provincetown was closer to the southern border of the country where there is an upcoming contest in Texas featuring 60 contestants; said these girls can make serious money if they get established, can get their own show. LMN said the most they've had is four or five. TDW said he thinks he can lure more in thanks to RuPaul's Drag Race. LMN said he travels and spreads the word, but as an owner he is limited in how much pull he can demonstrate.

## **5. NEW YORK TIMES TRAVEL SHOW RECAP**

NL presented by phone; said the event was very successful; main objective was to be at a show with a new audience of media across the board; media and marketing strategy is to find new people to help tell our story; is working in partnership with Mad About World to make Provincetown a destination on the order of established locations such as Berlin and Ft. Lauderdale; got great feedback with trade, that there seems to be a resurgence with travel, people looking to trusted sources for info.

NL reported that Friday night was the kick-off and Sat. and Sun. were devoted to retail with about 30k in attendance overall; that many people seemed not to know where Provincetown was or the means to get there; that people at the show were generally of a higher income level so planes and trains were not a barrier; TO & PBG were the only group from Mass. in attendance representing.

AF said they came back with 978 names; that that in itself made it worthwhile; met many influencers, was a very positive show; has had conversations with the president of MOTT (Mass Office of Tourism &

Travel) and was surprised they were not there, hoping they will be on board next year so the State can have a better imprint.

RM said it's great exposure if TO & PBG were the only State showing, referenced five bullet points on agenda to be addressed; urged the TO get some new roll-up graphics done; encouraged AF and the Board to gather PGB and Chamber members to attend next year and to reach out to every travel partner at our disposal; seeks a strategy going forward.

SA asked of the names collected; AF said they came from raffle sales. SA and RM spoke of their amazement at how people are still unaware of Provincetown as a destination. SA said the annual Film Festival has helped, referenced a new Northeast marina publication coming out that looks encouraging for exposure; suggested making a more enticing presentation for Harbor arrivals, wondered if budget cuts prevented MOTT from attending the NY show.

AS asked about the roll-ups and murals, graphics, seemed a bit scattered. AF described the materials on hand as a standing mural and brochures for distribution. AF asked if there was a clear map; AF said not at present, but that would be good going forward. RM said that AF and the new assistant will be coming forward with a new mural; that hotels and inns are what will keep the engine running. SA suggested visuals on new printed materials to highlight modes of transportation in and out. RC recommended boats, trains and planes on promo graphics.

RC asked how AF felt about the location of the booth; RM wondered if partnering up with other LGBTQ booths would help. AF described four booths in a row with a rainbow flag across the back with the option to pay into that location and attend all the various events; Ft Lauderdale was in the FL section while Provincetown was in the New England section; said it's worth a discussion to explore location options.

SA asked if maybe two booths was prudent. NL replied that she felt not being in the Pavilion didn't necessarily hurt, that the Town is a diversity destination and that maybe a creative way to connect to the Pavilion is a good way to go without being tied to the LGBTQ Pavilion designation.

JG said he thought there was some miscommunication; that in his own travel show experience, having two booths can do very well, by appealing to different factions. NL responded that multiple presences can bring more bang for your buck, but more investigation is needed to see if double staff and so forth is cost-effective, suggested being adjacent

AF replied to JG that the total cost for participation in the show was \$8500 and that there is no reduction in rental cost for a second booth. Sponsors, like Turkey, have huge square footage. RM asked for clarity on associated costs. AF responded that there is a fee of \$4500 for set-up and booth services, to connect electricity; that it's a union issue, plus the cost of about \$500 to ship items back added to the trip expenditure.

RM advised planning events like this six to eight months out; not to wait until fall to fabricate materials. NL said in terms of follow-up, there's a great amount we can do to target contacts and shared information. RM said in the past they've targeted West Coast or other big-target area shows to learn where to spend the money per participation; suggested an LA show to look into, as well as a D.C. show.

## **6. VOTE ON RED THREAD WEBSITE DESIGNER RECOMMENDATION**

AF said he thought the right thing to do at this time is to hold off a little bit; that although 30k had been discussed to set aside for the website design, some of the proposals coming are in a little higher than expected and there is more work to be done before the TO presents results to the VSB.

RM referenced that in hiring Red Thread Productions last year, talk was already in place to contract-out work, and that already 20k had been spent on a site that nobody is necessarily pleased with. RM recommended spending wisely if and when the website is revamped.

AS made a motion to table discussion on Item #6 at this time; LM seconded the motion, and it passed, 7-0-0. AS, LM, RM, JG, RC, SA, BS.

## **7. VOTE ON MEDIA SPACE BUYING COLLABORATION WITH RED THREAD**

NL presented with AF guiding the Power Point presentation.

NL gave an overview of strategies; said the TO has relied most recently on traditional media strategies and stressed the need to be able to set up a framework and be flexible enough to adapt to changes as they come in; that print media is important when there is a digital component to the print work; that an opportunity existed to move Provincetown into a digital realm, targeted a time-frame of March to June to employ these efforts; stressed including diversity and the Cape landscape aesthetic when cross-marketing; visual marketing strategies will incorporate new and exciting ways to entice visitors, use brand-width to our advantage.

NL referenced a budget allocation of 25-50k for the first 3 months, which, she said, is money that would have been spent in other places and only fees would come in as additional costs.

AF added that at one point 50k had been put aside for social media and another 50k for digital marketing; around 30k to the Boston Globe is now discontinued, and they're foregoing spending on Yankee Magazine. AF said a media buyer, when employed, can get a much better rate because they buy in bulk and this will save the TO money.

AF made a request to set aside up to 75k for Red Thread to engage in marketing strategies including working with Hotspots Media Group for digital only services.

RC asked if there was a figure or figures of what monies would be saved by strategies that TO is now not utilizing. JG replied that there are more available funds this year which is what has changed the allocation.

JG asked NL to give concrete examples of new and compelling, interesting way to share our story with the world. NL responded that one way is to create more feature-oriented, happening stories across seasons; engaging content such as a short-video cooking segment that would capture the Portuguese Festival and ignites a conversation on social media about dishes and recipes indicative to the Town; mentioned that Instagram has the greatest potential to attract and impact audiences.

JG suggested that the demographics for Instagram and Yankee Magazine are not compatible and begs the question how to target. NL said she was not looking to discount those readers, but stressed the need for growth and finding ways to attract new visitors and that the forthcoming survey results will be a useful tool for targeting; that the TO is still trying to reach Yankee Mag readers, just in different ways.

JG asked NL if Red Thread had been able to qualify the lists of influencers, noting recent cases of over-inflated numbers promoted. NL said everyone they'd working with would be certifiable. JG asked for a list of the influencers with Red Thread's report; NL agreed to provide one.

SA asked why we're not utilizing the Boston Globe, referenced a great repeat Provincetown profile in their summer magazine promo section and cautioned losing this as well as Yankee Magazine's print readership.

AS asked if 25-50k had previously been set aside; RM corrected, saying the combined funding was up to 90k and included various components. AS asked for survey results, which RM said were due first week of March.

LM asked if, for example, videotaping a Portuguese Festival or other story for Instagram, would come from a Red Thread or other budget. NL said a component such as that would come from that 75k budget. AF added that left-over funds not used from the 75k by the end of June could be re-allocated and added onto the FY2019 budget.

JG asked how much of the 75k would go for an ad buy vs. other expenses. NL said probably close to 80% will go to media.

RM took a roll-call on the motion to approve 75k for Red Thread Media's buying budget, and it passed, 7-0-0. BS, AS, RM, LM, RC, JG, SA.

## **8. ASSISTANT TOURISM DIRECTOR SEARCH UPDATE**

AF mentioned that Radu had resigned at a difficult time as his last day was Dec. 1<sup>st</sup>; a search committee was put out in January and included AF, LM and Jody Hoffman of the Finance Department. New Assistant Director of Tourism, Nina McCormack, was then introduced with a start date of March 1<sup>st</sup>. AF spoke of Nina's experience of 15 years in marketing and that her family has had a home in Town for 30 years.

BS left the meeting from conference call at 4:55 pm.

## 9. DIRECTORS' REPORT

### a) Hot Spots Magazine

AF passed around copies of the magazine; said it this would be the 5<sup>th</sup> year the TO engages with the publication which has a large South and Central Florida following; detailed the facets on Option #1: ad is featured on the cover; three two-page spreads; a choice of nine full-page ads in different publications; nine e-blasts; 140k impressions on website; availability in their March 8<sup>th</sup> issue which is a great marker on the calendar; placed in key issues including Halloween and Winter and White Parties. Total for Option #1 as described is \$10,762.50, and includes a 50% discount.

LM made a motion to approve up to 11k for Hot Spots Magazine; RC seconded the motion and discussion ensued.

AF said Option #2 is more expensive, but, in his opinion, the digital feature components did not warrant the additional expenditure. SA said she enjoyed leafing through the well-written articles that highlight what the Town has to offer, but wished they'd write out "Provincetown."

RM called for a vote and the motion passed, 6-0-0. RM, LM, JG, RC, SA, AS.

### b) Hartford Magazine

AF said the TO has done this for a few years; this year the attendant travel show will be at the Hartford Convention Center; TO is given a booth, a half-page, full-color ad in May-June issue of Hartford Magazine; ½ page ad in the program for the show; reported that TO is getting a half-page for quarter-page prices; mag. has a 70k regular home-delivery circulation plus 170k printed Sunday editions, home-delivered.

RC made a motion to approve inclusion in Hartford Magazine and Travel Show in the amount of \$1,700 plus travel. AS seconded the motion, but questioned promotion on local area Fox Network to which AF replied it's not just the Fox News Network, but the affiliate is owned by the Hartford Courant and features other programming. The motion passed, 6-0-0. RC, AS, RM, LM, JG, SA.

### c) Discover New England

AF said the TO had been doing this for some years; an FIT (Foreign International Traveler) event that happens somewhere in New England each year; this year's event will be in Falmouth, first time on the Cape in 15 years; chance to meet 72 different travel operators; event takes place

at the Sea Crest Hotel; Cape Cod Chamber is organizing the marketplace on behalf of MOTT and has been reaching out for participants.

AF said the features are a full-page b&w ad, as catalogue is in b&w; one exhibit place including summit registration, VIP reception; one or two participants at social networking session. Package total lists for 5k, which AF said he negotiated down to 3k.

AF said he met with Robin at PGB and Candy at the Provincetown Chamber of Commerce; Robin said she'd like to go and take the appointments, which Radu had done in the past; Candy will be the social person; each organization will kick in \$500.

JG asked to clarify that TO will be meeting with 72 tour operators and agents and that this takes three days at a cost of \$3,000. AF replied that this is New England-exclusive and offers great exposure; asked NL if she would like to add anything on the event. NL said the tour ops traditionally come during shoulder season and it's a good venue to make an appeal. RC agreed; said it advantageous as foreign operators come off-season.

LM moved to approve \$2,000 for the Discover New England event sponsored by the Cape Cod Chamber. RC seconded the motion and it passed, 6-0-0. LM, RC, RM, JG, SA, AS.

**d) Surveys**

AF said the Board of Selectmen (BOS)'s recommendation was taken into account when putting together the Visitor Survey, which, he said, was shortened to make it more appealing and will yield results in two weeks.

A Stakeholder Survey is also being put into place which will look to collect the zip codes of business owners' best customers as well as their marketing preferences; and a Prospect Survey will be launched following the results from the Visitor and Stakeholder Surveys.

**e) Local Option Room Tax/Local Options Meal Tax**

AF reported that the local option room tax, from the period between Aug. 2017 and Sept. 2017 was the largest tax collection in the history of the database, and the second deposit of FY2018 was \$1,038,399. AF said the Aug., Sept., Oct. period continues to grow and represented a 6.5% increase over the previous year.

AF reported that the Local Options Meal Tax saw a 7.6% increase for that same three-month period with a second deposit for FY2018 of \$282,191.

RM complimented the VSB and the efforts of AF and the former Assistant Director, prior to the hiring of Red Thread, in working to designate the rooms and meals taxes as a benefit to the community.

**f) Massachusetts Cultural Council Grant**

AF proposed to set aside 5k in matching funds to secure a \$5,000 MCC grant which will be used for signage, wayfinding materials and other

municipal support required for the development of the Provincetown Cultural District.

LM made a motion to approve \$5,000 in matching funds from the Municipal Account #1252 ; JG seconded the motion, and it passed, 6-0-0. LM, JG, RM, RC, SA, AS.

SA asked how the funds would be utilized; AF responded they'd be dedicated to maps and guides and the TO website.

AF thanked the VSB for a good, long meeting.

## **10. BOARD MEMBER STATEMENTS**

SA said she would like to reserve statements and see how things go; acknowledged some concerns per the last VSB joint-meeting with the BOS; that she doesn't like to see some entities' efforts diminished based on a perception that things aren't running right, which bothered her.

RM said that he and LM had been speaking since that BOS meeting and they also watched the BOS-FINCOM meeting tape of how they're looking for TO funds for various things; said he and LM and AF have come up with an idea of how they thought the \$821,000 in question might be appropriated.

RM stated that a shortfall had been reported of 70k for the Airport Commission, based on the Federal Government no longer funding the police officer stationed there; that the request was for the TO to fund the 70k needed for only the first year; that a discussion of the 200k needed for the Pilgrim Landing Park; referenced a budget of 500k for unallocated funds which would probably have to be negotiated; that he learned there is 52k in the Provincetown Restoration Fund and that perhaps this money might go for the chair replacement at Town Hall.

SA added per the chairs, that she understood there has been some investigation into the possibility of replacing only the seat of the chairs.

JG asked what the point was of voting on how the VSB money is to be spent if the Board has no say in the matter. RM said AF reports to Town Manager and that the VSB can be more effective working collaboratively.

LM addressed the \$820,001 funds allocation: At the Feb. 13<sup>th</sup> BOS meeting, VSB learned the BOS' plan to utilize up to 200k for the Pilgrim's First Landing Park updates and renovation; and 52k for all town services regarding summer events.

LM said the budget was reworked a couple of times and as of Feb. 19<sup>th</sup> elected as such: 375k for the Reserve; 200k for First Landing; 75k for marketing; 70k for the Airport officer for one year only; 100k for the Town Hall auditorium chairs – to be deposited into the Town Hall Reservation fund, which already has 50k set aside.

RM and LM opened up discussion to the VSB, seeking consensus. At JG's request, LM made a motion to discuss the updated Fund and JG seconded it.

LM echoed SA's question at the BOS meeting seeking clarity as to how 200k was arrived at for the First Landing Fund. JG mentioned his desire to see whatever funds were not used to be allocated back to the Fund or Reserve, which became a question of semantics that AF said he would seek to clarify at the next meeting. JG said he was uncomfortable with left-over funds going into an unallocated fund as he prefers monies being allocated and that un-used funds driven to Marketing; expressed his concern that the Airport officer would be a repeat ask.

SA asked what would happen if the police officer is not secured at the Airport and RM replied the Airport would need to close if the Airport did not pay for it, as it's Federal Law. SA referenced the costs of the original Pilgrim Park as encompassing more than a renovation and that upkeep could be involved going forward; also wondered about dividing up the 100k proposed allocation for the auditorium chairs as 52k for the all-Town summers services along with a dedicated 50k to the auditorium chairs.

AS said she felt that 70k for the police officer will most likely fall back to the same VSB fund in future budgets and discussion followed on putting the measure on a Town Warrant. AS said she didn't think she had ever sat in more uncomfortable chairs in her life than those at Town Hall; said she'd like to see funds used to replace them with something comfortable.

RM and the VSB crunched some numbers and discussed the reported flagging flight numbers at the Airport. RM said he thought Summer Events should be from the General Fund, and not derive from the Tourism Fund.

AF suggested a future conversation will involve the Room Tax funds coming in; JG cautioned not joining the rest of the Town in banking on the room tax and marijuana revenues before they've been awarded.

JG said he is not comfortable allocating 52k for summer events. RM agreed, and LM said that if it stands that the costs are around 150k to do the chairs, there's a much better chance that the research will be done and chairs ordered if there is 150k in that account. LM said she'd be more comfortable with that 52k on the table if the Airport was not in the mix.

RM called for a ruling to approve division of the \$820,001 in unallocated funds as such: \$375,000 into the unallocated fund; up to \$200,000 to be distributed for the Pilgrim's First Landing and Pilgrim 400 Celebration fund, with any un-used funds returned to the TO for Marketing; \$75,000 for Marketing; \$70,000 for a one-year allocation for a police officer at the Airport; and \$100,000 allocated for Town Hall auditorium chairs. LM made the motion as stated; JG seconded the motion and it passed, 6-0-0. LM, JG, RM, RC, SA, AS.

RM requested AF send an e-mail to the chair of the BOS, Town Manager and chair of the FINCOM with these results.

## 11. VSB DESIGNATIONS

LM brought up a discussion that was left ambiguous at the recent BOS meeting on the topic of designating specific chairs for the VSB verses making the chairs generalized; said she spoke in favor of keeping the VSB designations as is.

RC said she felt the three designations should be kept in place. RM said he, too, was in favor of keeping the designations in place while the BOS chair felt all the positions should be more broad-based and at-large; noted that the VSB and Historic District Commission were the only two Town boards to have specific designations.

SA said she hoped the BOS understood what these designations mean to the VSB and that if there is concern from the BOS it should be articulated.

RM suggested that over the past 10 years, the VSB has served the Town in a broad-based way, and cited consensus met through the years.

JG apologized for not being at the BOS meeting, but repeated that he is on record preferring all seven positions being at-large and letting the cream come to the top, but that the current board is getting a lot of work done and has a lot of independent and great voices in the ranks and that the status quo should be maintained for now in that regard.

LM asked if TO could have a cemetery guide in PDF on the website.

SA added that there will be Civil War veterans' dedication with plaques installed on Patriot's Day.

JG made a motion to approve the VSB meeting minutes of Jan. 2, 2018; AS seconded the motion, and it passed, 6-0-0. JG, AS, RM, LM, RC, SA.

JG made a motion to approve the VSB-BOS meeting minutes of Feb. 13, 2018; AS seconded the motion, and it passed, 6-0-0. JG, AS, RM, LM, RC, SA.

JG made a motion to adjourn the meeting at 12:56 pm; LM seconded the motion and it passed, JG, LM, RM, RC, SA, AS.

Respectfully Submitted,  
Jody O'Neil