

Meeting Agenda

The Visitor Services Board will hold a **Public Hearing** and regular meeting on **Monday, March 18, 2019 at 3:00 PM to 4:45 PM** at Town Hall, Judge Welsh Room, and 260 Commercial Street, Provincetown, MA.

Agenda:

Public Hearing

Posted: Town Hall, <http://www.provincetown-ma.gov/Archive.aspx?AMID=1178>

Published: Banner: February 21, and February 28, 2019

Expenditure of Town Funds Articles recommended by the VSB

In accordance with §2-3-g of the Provincetown Charter, review Town Meeting Warrant Articles recommended by Visitor Services Board

1. VSB review of Town Meeting Warrant Articles

Article 40. Expenditures from the Tourism Fund.

To see if the Town will vote to transfer from the Tourism Fund the sum of \$750,000 to be expended under the direction of the Select Board and the Visitor Services Board to fund the following expenditures which market, beautify or enhance tourism in Provincetown pursuant to Chapter 178 of the Acts of 1996:

1. \$140,000 for coordination/support of the Visitor Services Board and the Tourism Department, and costs related thereto;
2. \$350,000 for marketing, and costs related thereto;
3. \$50,000 for municipal projects, and costs related thereto;
4. \$200,000 for tourism grants, and costs related thereto;
5. \$10,000 for Beautification Committee, and costs related thereto; or to take any other action relative thereto.

[Requested by the Select Board and the Visitor Services Board]

Explanation of Article 40: This article transfers \$750,000 from the Tourism Fund to cover the costs associated with the Tourism Office pursuant to the Five-Year Financial Plan for Tourism Fund Expenditures proposed by the Visitor Services Board and approved by the Select Board each year. Tourism funds are generated by 35% of the room occupancy tax

2. Public Statements (Board Members do not respond)

- 3. Close Public Hearing

Visitor Services Board Meeting

- 1. Public Statements
- 2. Town Meeting Warrant Articles –Discussion dependent. Motions may be made. Votes may be taken
- 3. Presentations:
 - a. Red Thread - Recap of New York Times Travel Show
 - b. Red Thread – Survey updates and recommendation for next steps
 - c. Red Thread/The Spark Group Digital Media Recap
- 4. Tourism Department Report
 - a. Authorization of media placements, collateral, trade shows-- Tourism Director recommends media placements and collateral to promote and market Provincetown as a tourism destination, or town representation at trade shows. Other matters that may legally come before the Board not reasonably anticipated by the Chair 48 hours before the meeting. Discussion dependent. Motions may be made. Votes may be taken.

Media Placement & Activity:

<u>Publication/Project</u>	<u>Purpose</u>	<u>Up To/Amount</u>
None		

Tourism Administration:

<u>Organization / Project</u>	<u>Purpose</u>	<u>Up To/Amount</u>
None		

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