

**January 10, 2008 10:00 a.m.  
Judge Welsh Hearing Room**

**Members present:** Laurel Guadazno (arr 10:14a), Michael Peregón,  
Rita “Hersh” Schwartz, and Rob Tosner.

**Member absent:** Kathleen Fitzgerald, Michelle Haynes,  
and Mick Rudd (excused)

**Staff:** Lisa Bowden, Tourism Director

**Others:** Candi Collins-Boden, Patrick Eleey, Don Knunttila,  
Tim McCarthy, and Andy Pollock (Farmer’s Mkt).

The meeting was called to order at 10:15

## **Agenda:**

### **Public Statements**

The first speaker was **Tim McCarthy** who announced that he was recently elected as President of the Provincetown Theater. He also said that they are still active on the existing grant that they have with the VSB. He detailed the hopes and dreams for the future of the theater and said that he would provide a detailed accounting of the grant in the near future; the end of June is the grant deadline.

**Andy Pollock** from the Farmer’s Market spoke next and said that the vendors had been thrilled with their experience and they found Provincetown a pleasant place to come. He then asked about start and end dates for the market as well as ideas for possible offerings. He would like a diversity of products offered. It was thought that Alex Brown might be approached for lobster and/or fish sales. There are also three local vendors who carry cheeses, which are always popular.

**Motion: Write a letter to the BoS supporting the Farmer’s Market and suggest that it run from May 17<sup>th</sup> through October 25<sup>th</sup> with the exclusion of the June 29<sup>th</sup> weekend of the Portuguese Festival.**

**Motion: Rob Tosner      Seconded: Michael Peregón      Vote: 4-0-0.**

**Candy Collins-Boden** spoke next. Her concern was the financial condition of the flex buses and the threat of their cessation. She feels that transportation is definitely related to economic development and the loss of this service would be extremely detrimental. The Massachusetts Municipal Authority (MMA) is planning to hold a meeting in the Eastham Town Hall on January 24<sup>th</sup> at 4:30 p.m. to discuss this issue. Candy felt that the more people who attend – the better. Lisa will seek direction from Sharon Lynn and David Gardner regarding Town representation.

### **Waterfront Park**

Lisa presented a proposed timeline for preparations to bring the project to bid. She indicated there is a time crunch to get the project moving and completed before the start of the season. Patrick Eleey, the landscape designer of the project, said that the entire plan could be finalized by next week. Lisa will

be coordinating the financial aspects of the project and also will be meeting with Sandy Turner, DPW, next week to discuss the details of crafting the “Invitation for Proposals”. The most recent plan for the project is dated Sept 16, 2007, it is the one presented to the BoS. The project has to be coordinated with the installation of the pump out station and courtesy float improvements being executed by the Public Pier Corporation.

### **2008 Grants**

The only grant not used was #37 – Provincetown Harbor Lights – the VSB has the option to carry over this amount into the next grant cycle. The 2009 grant applications are coming in slowly. Repair was made to the technical glitch with the application form. All grants must be submitted by Jan. 16<sup>th</sup> and include 10 copies for review by the Board.

### **Advertising approval**

The 2008 advertising calendar was discussed and an update will be forthcoming – the Board has previously approved allocation of funding for this budget line. Lisa provided an update regarding feedback from business leaders at the Business Summit about branding Provincetown: “Provincetown.... like nowhere else”.

Rob Tosner said that he’d like Lisa to sit down with Don and Candy to discuss marketing strategies for the coming year and coordinate our efforts with them. Lisa will arrange a meeting in January – prior to the trade shows.

**Five Year Financial Plan** – The VSB will meet with the BOS on Jan 14<sup>th</sup> in a joint meeting. The Board reviewed a copy of the DPW memo from Sandy Turner to David Gardner regarding the DPW’s staff proposal for VSB funding. Don K. said “The VSB needs to stop funding the DPW!” Laurel indicated that we should be prudent. The Board discussed concern regarding funding for the 2010 budget given the current economic climate. Michael Peregón suggested a grant process for the municipal budget line. No further consideration by the Board at this time.

**Motion: Move to fund Beautification for \$8,000 for FY2009. The Municipal Projects would be funded at \$30,120 for FY2009 and will be comprised of VSB Municipal Projects-\$15,620, Barrels & Grounds-\$5,500, Barrel Overtime-\$3,000, and Restrooms \$6,000.**

**Motion: Rob Tosner      Seconded: Michael Peregón      Vote: 4-0-0.**

### **Tourism Office Website**

Lisa discussed the technical issues regarding [www.provincetowntourism.org](http://www.provincetowntourism.org) There was a discussion about promoting the winter guide and the on line references. The PBG has also offered to provide some funding for the printing of the winter guides but only with the Town’s website.

Lisa said the technical difficulties maintaining the website are not expected to be resolved in time to fully promote the winter season this year. Laurel suggested, “We should just cut our losses and develop a new website.” Lisa indicated the Town is exploring a new platform that would allow every department to maintain their own pages. She is currently exploring all possible solutions. She clarified the website issue with the board – there are two sites for VSB/PTO information. Lisa also emphasized that the Town’s MIS department has been very helpful addressing the technical issues. There will be ongoing discussions to work though to a solution for the website issues including staff time to maintain the site. PTO staffing was briefly discussed including some of the duties of the

assistant.

### **Second Homeowner mailing**

After a bit of discussion the mailing was approved with a few changes. Recipients are being directed to contact the Tourism Office for winter travel information as a short-term solution to marketing the off-season.

### **Approval of Minutes**

**Motion: Move that the minutes of the December 12<sup>th</sup> meeting be approved with the following correction – the surname of Dan Hoort (not Hoyt).**

**Motion: Hersh Schwartz    Seconded: Michael Peregou    Vote: 4-0-0.**

### **2008 Calendar – VSB Meetings**

Only January and February calendars were discussed with the following results:

|  |            |                             |
|--|------------|-----------------------------|
| January 24 <sup>th</sup>                         | 10:00 a.m. | regular meeting             |
| January 30 <sup>th</sup> )                       | 9:00 a.m.  | meeting on requested grants |
| January 31 <sup>st</sup> )                       | 9:00 a.m.  | meeting on requested grants |
| PLEASE NOTE START TIME OF JAN 30 AND 31 MEETINGS |            |                             |
| February 28 <sup>th</sup>                        | 10:00 a.m. | regular meeting             |

The Board will decide on the meeting schedule at the next meeting. There was discussion regarding the meeting time to be later in the day on Thursdays.

### **New Business**

H2B Visa issue: The Town would like to work with the VSB, Chamber and PBG to create a marketing effort to recruit summer help in response to the expected decline in availability of foreign workers. It was also suggested to conduct outreach to the culinary institutes and hotel & restaurant management schools for possible interest.

Michael P. asked if the fee signs could be changed for the McMillan and the Grace Hall lots to promote free parking during the off-season. Lisa will reach out to parking department about it.

Also, the VSB is considering a name change to reflect their role with promotions & marketing.

The meeting adjourned at 12:45 p.m.

Respectfully submitted,

*Evelyn Gaudiano*

E. Rogers Gaudiano

Approved by \_\_\_\_\_ on \_\_\_\_\_ 2007

Rob Tosner, Chair