

**January 24, 2008
10:00 a.m.
Judge Welsh Hearing Room**

Members present: Michelle Haynes, Laurel Guadazno, Michael Peregon, Mick Rudd, Rita “Hersh” Schwartz, and Rob Tosner.

Member absent: Kathleen Fitzgerald (excused)

Staff: Lisa Bowden, Tourism Director

Others: David Gardner

The meeting was called to order at 10:00 a.m.

Agenda:

One of the Board wanted to make sure that the minutes (prior to their approval) were sent ONLY to the Board members. It was agreed and must’ve been an oversight.

Public Statements

There were none.

Waterfront Park

Lisa B. has met with the DPW and the RFPs have been organized; she met with Sandy Turner and Patrick Eleey and we’ve looked at the template used for the Lopes Square project. She will be meeting with all of them to get the bid packages prepared. So there is a specific format for the plans - bid opening the first of March with a hopeful start date of April. All involved are aware of the timeline. Now all we need is cooperation with the Pier Corporation.

Patrick is doing the spec drawings on a contracted basis. Hersh suggested seeking a donation from Trex – especially since the dog park received freebies from them. David suggested consulting with Beautification for some funds from their budget, especially since they received \$10K in their budget. They are committed to provide two benches for the Waterfront Park. Hersh wondered why we can’t set up a procedure for (perhaps memorial) donations?

Lisa is working 12 and 15 hour days but she will look for what is and what isn’t in place. Seamen’s Bank has coordinated memorial efforts for other groups. Rob cautioned that we really can’t start this project after April 1st, it would be too late into the season.

Website

There was a great deal of discussion about the shortcomings of the website and possible ways to repair it with the following motion being made:

Motion: Move to have the Tourism Director pursue whether or not Chuck Anzalone can look at the website problem and help us with it – with advice and input from the town counsel.

Motion: Michelle Haynes Seconded: Hersh Schwartz Vote: 6-0-0.

Marketing expense approvals

Lisa explained that at the time the agenda was done – she was waiting to speak with David G. to approve the marketing expenses.

Rob T. had quite a bit to say about the 5 year plan. He had been presented with David G.'s staff recommendations and the recommendations certainly didn't agree with the Visitor Services Board's thoughts.

Mick Rudd said that the conflict should be definitely noted and the 5 year plan should not be listed as the VSB plan. Rob T. – as chair of the Board - wrote the VSB statement for the Annual Town Report. It is supposed to be the record for posterity and he opted to make it factual.

Hersh S. said that the VSB was charged with doing the 5 year plan; it was read by the Board of Selectmen (BoS) and they didn't like what they read - then they had someone make changes. She doesn't think it's up to anybody to make cuts. When that's done then it's not really a report.

David G. explained that - in 2006 the same thing happened - the BoS didn't accept it either BUT the difference was that the VSB was sent back to the drawing board to adjust. Lisa said that the discussion covered a lot of her frustration with the budget process; we're still trying to fine tune all of this.

Tourism Director's Report

The Tourism Director's report is attached to these minutes for reference. It deals with room tax revenue, location and staffing of the tourism office, tour guide appreciation day, the 2008 calendar of events, the business summit, marketing, public relations, and FY 2009 promotional grants. Based on the report, the following motion was made:

Motion: Authorize the Tourism Director to have two printings of the 2008 calendars. The first printing will number 2,000 in February and the second will be for 10,000 in March.

Motion: Michael Peregou Seconded: Mick Rudd Vote: 6-0-0.

Lisa is concerned about how long it may take to get the "Provincetown Like Nowhere Else" bags for all the trade shows. Hersh said it takes about 6 to 8 weeks for the bags.

Michael P. would like to have Lisa e-mail her current schedule (for shows, etc.) to the members of the VSB.

Grant Proposals

After a discussion on 50% matching funds, etc., the following motion was made:

Motion: Move that for the FY 2009 round of grants – there not be a strict requirement that the total budget for the project be at least double the grant request.

Motion: Mick Rudd Seconded: Michelle Haynes

Discussion re: above:

David G. said that the guidelines don't give us much direction. For the grant agreement to be changed, it will have to go back to the BoS. After a bit more discussion, **Mick withdrew the above motion.**

Minutes

Motion: Approve the January 10th minutes as written.

Motion: Laurel Guadagno Seconded: Michael Peregon

Vote: 4-0-2 ab (MH & MR)

Walking Trail

Laurel G. had a meeting on the historic walking trail; the group will also be meeting next week and reviewing the grant.

Lisa B. – in researching the files - found a company that Bill had reached out to and they did a pod cast for a Boston walking trail. It was a very interesting piece and more will be following.

Art in Windows

Hersh S. wondered if we could get the Banner to do a little something on the Art in Windows project so that people from up Cape can come down to see. Rob suggested calling Pru Sowers to assist. Sally Rose has also called Hersh to offer free publicity.

VNR Status

Rob inquired about the status of the VNR for gay and lesbian tourism. Lisa responded that there was a specific budget put in place and we'll have something by March.

Request from FAWC

Rob said that we're being asked to write a letter in support of the FAWC request for some of the Town's historic preservation funds (they're redoing the Higgins lumber building). It was suggested by Mick Rudd the response might be, "it would be nice to have a policy on this and in lieu of that policy – we can't write this letter."

FOCUS

Michelle asked if it were possible to get a copy of the contract with FOCUS. Lisa said it costs \$2K/month and the contract ends on June 30th. Michelle said that we need to get a clear understanding of what they're doing for it. Lisa said that they'll be providing us with a report.

Jacob Javitts show

Michelle H. wanted to know if we can put the show on our loop.

Dunes Radio

Lisa met with the Dunes Radio and Fireworks Committee – the Dunes radio requested an updated press release so that they can give promotions of the fireworks fund and the Provincetown Stars CD.

The meeting adjourned at 12:29 p.m.

Respectfully submitted,
E. Rogers Gaudiano

Approved by _____ on _____ 2007
Rob Tosner, Chair

**Attachment:
Tourism Director's Report**