

January 30, 2008
9:00 a.m.
Judge Welsh Hearing Room

Members present: Kathleen Fitzgerald, Michelle Haynes,
Laurel Guadazno, Michael Peregón,
Rita “Hersh” Schwartz, and Rob Tosner.

Member absent: Mick Rudd (excused)

Staff: Lisa Bowden, Tourism Director

Others: David Gardner and many applicants for grants.

The meeting was called to order at 9:10 a.m.

Agenda:

Review of FY 2009 Grant Applications

It was agreed that discussions would be held on all the grants that had been submitted (38 in all). There was \$100,000 to be awarded with a possible \$3,000 in a carry-over amount.

General Consensus:

1. **Leather Mates** – most in favor but amount would be determined at the end of the discussion.
2. **Provincetown Jazz Festival** – only reservation is that it’s a summer event and summer events require more consideration by the Board.
3. **Provincetown Music Festival** – again..... it’s a summer event.
4. **Susan Glaspell Women in Theater Conference** - Some felt that it was too local a happening; Rob T. would prefer regional advertising. Joy McNulty said that it’s hard to advertise regionally without any money. Rob would like to see more collaboration between the Chamber of Commerce (CoC) and the Provincetown Business Guild (PBG) in sponsoring this event.
5. **Summer Play Series** – Counter Productions – Joy McNulty said that she can only fund the winter productions with money from the summer productions.
6. **24th Annual Women’s Week** – Kathleen Fitzgerald recused herself from the next two applications (nos. 6 and 7). It was thought by most that this event should be supported.
7. **5th Annual Single Women’s Weekend** – Most thought that the event was well organized. Lynn Mogell said that the shift in the emphasis of this event was – to just come, meet new people and just have fun.
8. **Norman Mailer Society Annual Conference** - Most were in favor especially given the fact that Mr. Mailer passed away this year.
9. **Provincetown International Film Festival** - There were a few rumblings about seed money vs. previously funded events. It was decided that this makes our town a #1 destination for many – as well as second homeowners and it brings in a large amount of income in the shoulder season.
10. **FAWC Summer Workshop Program** – This event tapped into radio and gets us on the map. Money funds their winter programs.

11. **Fantasia Fair** – This is a long running local event and the group did donate money to local charities – also the attendees stay for the whole week.
12. **Historic House Tour** – (Both Michelle Haynes and Laurel Guadagno recused themselves from this discussion.) All of the Board was in favor of this request.
13. **4th Annual Provincetown Dance Festival** – While this topic was being discussed, some thought that it might be a good idea for the VSB to promote the arts, i.e., theater, dance, art in advertising. Cheri Mittenthal of the Castle Hill said that they're promoting higher quality events and are trying to increase the caliber of performers.
14. **Castle Hill Paints the Town** - The Board felt that this was "so Provincetown." It provides an overall nice feeling for the Town.
15. **Shakespeare of the Cape** – There were some concerns that the performances weren't necessarily done in Provincetown and also that it was a summer event.
16. **Cabaret Fest** – It's a relatively new event and seemed to be popular.
17. **Meet Your Man in Provincetown** - According to the PBG attendance for this event had proved difficult. Laurel thought that perhaps a name change might be in order.
18. **Holly Folly** – long standing event. Probably would be more successful with better advertising. Other towns promote December season and perhaps we don't do such a good job of it.
19. **The Studio Show** – (Michelle Haynes and Laurel Guadagno recused themselves) It's a new event and was discussed briefly.
20. **Harbor Swim for Life & Paddler Flotilla** – A proven long-standing community event that gives "the most bang for the buck."
21. **4th Annual Women's Week – Women's Kiss** – (They got a grant from Hershey's for \$20!) After a bit more discussion the following motion was made: **Motion: Move to take a pass on the funding for this year.**
Motion by Michelle Haynes Seconded: Rob Tosner Vote: 6-0-0.
22. **Farmer's Market** – The entire Board felt that this was a great happening for the Town. The organizer spoke and said that last year they were awarded funds by the VSB but the Board of Selectmen denied the recommendation. On the basis of the success of Provincetown's Farmer's Market, Falmouth and Sandwich are starting one this coming year.
23. **GLSEN Boston Educator Retreat** – Rob Tosner disclosed that this group has stayed at the White Wind in the past. Kathleen F. felt that this would be a great start for going after convention business. Michelle H. agreed.
24. **Multiple Off Season Events – PAAM** – All were in favor.
25. **Outer Cape Chorale Concerts** – General feeling was that Jon Arterton is a gem and merits support.
26. **Provincetown Tennessee Williams Festival** – All in favor.
27. **Great Music on Sundays @5** – A marketing plan to increase attendance might be to give something to the guesthouses as in "paper the house."
28. **Celebrate Provincetown** – It's for April 2009 and this is a great time but Kathleen F. would like a more concrete schedule for events and she thinks it is premature to commit money right now. Dan Hoort said that he is paying for it this year.
29. **Aquarium Mall Free Outdoor Movies** – There was a bit of thought regarding helping to support a business and not an event. Michelle H. like the idea of sponsoring a "free" event since so few things are free in Town.
30. **Moonlight Madness** – Christy Andresen commented on the project's history and future plans for an off-season event promoting shopping in Town during Black Friday/Thanksgiving weekend.
31. **The Great Provincetown Schooner Regatta** – It was enthusiastically received with several suggestions from Board members to make it even better in the future. Michelle H. gave one final

suggestion – Have a press day for this event.

32. **New England International Erotic Art Festival** – Rick Shaw presented on his own behalf. He wasn't funded in 2007 but went on to produce it by himself.
33. **Provincetown Portuguese Festival** – Comments on not having filled out the application correctly and also a discussion of the group's contribution to the Town of \$25K for lights for Ryder Street.
34. **Heritage Day 2009 – Library** Comments: “our jewel in our Town” “it's in June and is a great event”
35. **Drag Kickball** (Michelle Haynes recused herself) It's a fun event and got a lot of good press coverage.
36. **Bear Week Provincetown 2008** – All in favor.
37. **Women of Color & Allies Weekend** – Lynnette Molnar, a spokesperson for the group, said that she expected the event to increase in the number of days. Also this event would reach an untapped market.
38. **Girl Splash** – Once again Kathleen F. was looking for more concrete plans and she would like to see a first run of this. Lynnette Molnar is organizing the event and the Board is comfortable with her successful promotions.

At this point in the meeting (noon) Rob Tosner announced that the Board would be breaking for lunch and would probably resume deliberations around 12:35 p.m.

When the Board resumed at 12:40 p.m., a tentative schedule of funding was discussed for the remaining 37 applications. There was a carry over of \$3K:

Motion: Move to carry over \$3,000 to add to the amount to be expended.

Motion: Rob Tosner Seconded: Michael Peregón Vote: 6-0-0.

Lisa Bowden sought direction from the Board on their response to the applications that were not funded. It was suggested that for Applicant #21 The 4th Annual Women's Week – Women's Kiss.....an event during women's week and there were a lot of people putting on events during that week. Perhaps suggest that maybe they could consider another week for their event to be funded. And for Applicant #35 Drag Kickball..... it's a summer event and people are already in Town, also their marketing plan had only local distribution. The Board suggested that they expand the marketing plan and they should feel free to apply next year.

Final Determinations:

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$2,500 to Leather Mates FY 2009 weekend.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$1,000 to the Provincetown Jazz Festival for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$1,000 to the Provincetown Music Festival for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$1,500 to the Susan

Glaspell Women in Theater Conference for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$2,500 to the Summer Play Series-Counter Productions for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$8,500 to the 24th Annual Women's Week for FY 2009.

Motion: Rob Tosner Seconded: Michael Peregón Vote: 5-0-1 ab (KF)

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$5,000 to the 5th Annual Single Women's Weekend for FY 2009.

Motion: Rob Tosner Seconded: Michael Peregón Vote: 5-0-1 ab (KF)

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$2,000 to the 5th Norman Mailer Society Annual Conference for FY 2009 with the condition that a minimum of \$2,000 be spent on marketing the event with Lisa B's approval.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$14,000 to the Provincetown International Film Festival for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$2,000 to the FAWC Fine Arts Work Center for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$2,000 to Fantasia Fair for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$1,000 to Historic House Tour for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 4-0-2 ab(MH & LG)

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$1,000 to 4th Annual Provincetown Dance Festival for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$1,000 to Castle Hill Paints the Town for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$2,000 to Shakespeare of the Cape for FY 2009 with the condition that the money being granted will be spent on Provincetown event(s).

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$4,000 to Cabaret Fest for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$3,000 to Meet Your Man in Provincetown for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$3,000 to Holly Folly for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$3,000 to the Studio Show for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 4-0-2 ab(MH & LG)

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$2,000 to Harbor Swim for Life & Paddler Flotilla for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$2,000 to Provincetown Farmer's Market for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$2,000 to GLSEN Boston Educator Retreat for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$4,000 to Multiple Off Season Events-PAAM for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$2,000 to Outer Cape Chorale Concerts for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$2,000 to Provincetown Tennessee Williams Festival for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$2,500 to Great Music on Sundays @ 5 for FY 2009 with the condition that they have an improved marketing plan to be approved by Lisa Bowden.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$2,500 to Celebrate Provincetown for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$500 to Aquarium Mall Free Outdoor Movies for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$2,000 to Moonlight Madness for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$7,250 to The Great Provincetown Schooner Regatta for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$2,000 to New England International Erotic Art Festival for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$4,500 to Provincetown Portuguese Festival for FY 2009 with the condition that the VSB logo be included on all promotional materials.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$2,000 to Heritage Day 2009 – Library for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we do not grant any funding to Drag Kickball for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 5-0-1 ab (MH)

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$1,750 to Bear Week Provincetown 2008 for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$2,500 to Women of Color & Allies Weekend for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

Motion: Move to recommend to the Board of Selectmen (BoS) that we grant \$1,500 to Girl Splash for FY 2009.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 6-0-0

The meeting adjourned at 3:00 p.m.

Respectfully submitted,
E. Rogers Gaudiano

Approved by _____ on _____ 2008
Rob Tosner, Chair

