

Visitor Services Board
May 20, 2008
3:00 p.m.
Judge Welsh Hearing Room

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

Members absent: Laurel Guadazno and Mick Rudd (both excused)

Staff: Lisa Bowden, Tourism Director and David Gardner

Others: Selectman Knight; Police Chief Jaran; Sgt. Tobias; Chuck Anzalone;
Jonathan Santay

The meeting was called to order at 3:05 p.m.

Public Statements

There were none.

Fire works

Austin Knight, Board of Selectmen (BoS), requested that the fireworks be placed on the agenda. Austin presented the cost scenarios for the July 4th fireworks celebration. There will be a meeting of the fireworks committee on Thursday at 4:00 p.m. and Austin would like to give the group the VSB’s position on the fireworks. After a very lengthy discussion regarding overall costs, etc. – the following motion was decided upon.

Motion: Move to have the VSB participate in the funding of the fireworks display up to \$15K in matching funds – some of which may come from the carry-over funds.

Motion: Rob Tosner Seconded: Hersh Schwartz Vote: 5-0-0.

Waterfront Park

Discussion by David Gardner, Sandy Turner, Lisa Bowden with the Board regarding the current status of the project and the process to create the change orders. The contractor has begun to work onsite this week and the project team has done several site visits.

Motion: Move to approve the change order to the waterfront park to accommodate the fishermen’s traditional access to the dock through the guardrail to the bulkhead; reduction of the footings from 4 ft to 2 ft; and finalize the curved walk with no additional appropriation in funding.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 5-0-0.

The Chair has met with Semen’s Bank to discuss the fundraising efforts for the memorial pavers. The Tourism Director informed the board that Dixie’s family presented the Town with a memorial stone and private fundraising efforts were underway by his friends.

Towing signage

The issue of signage directing visitors to their towed vehicles came up during the training for the

summer officers attended by the Chair and the Tourism Director. The board was presented with an example of towing signage. The Board will consider the issue for a future recommendation about signage to the BOS as an improvement to visitor services.

2009 Trade Show Schedule

Discussion by the Board and Tourism Director regarding the cost considerations for the 2009 schedule. Specifically, the cost for collateral; staff and volunteer time; partnering with other organizations; coordination with the marketing plan with the PR Firm.

Public Relations RFP review

Discussion regarding the previously issued RFP, the scope and compensation amount for services.

Motion: Move that the VSB in the revise and issue an RFP for public relation services for 2009.

Motion: Michelle Haynes Seconded: Hersh Schwartz Vote: 5-0-0.

Advertising

The Tourism Director presented copies of the advertising tear sheets from this year's schedule for the board's review. To date, the PBG nor the Chamber have responded to the board's request for their advertising placement schedule.

Tourism Office Website

Chuck Anzalone, the Graphics Group presented a draft of the new tourism web site that he has been working on with Jonathan Santay. Chuck expects the total cost to be \$5,000: \$2,500 from this year's contract and \$2,500 from the FY 2009 contract. There was a discussion about the other elements for the website during review of the site. The Tourism Director requested a meeting to review the details of the site with the Graphics Group and the subcontractor Jonathan Santay. Specifically to discuss the: costs to host the site through Jonathan Santay; purchase of a new domain, the name and the link to the current domain; database technology that moves lead requests directly into a database; design costs; overhaul of the text on the site and photography.

The time frame was then discussed in terms of phasing out the project to get the initial site up and running and then add the other elements. Chuck also indicated that he be shooting new photos through the season.

Approval of Meeting Minutes

Motion: Move to approve the minutes of the April 1st meeting.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald Vote: 4-0-1 ab (HS)

Motion: Move to approve the minutes of the May 7th meeting.

Motion: Michael Peregón Seconded: Hersh Schwartz Vote: 4-0-1 ab (MH)

New Business

The Assistant Town Manager requested the Board's vote to post the position for Assistant Director of Tourism.

Motion: Move to post for the half-time position of the Assistant Director of Tourism.

Motion: Rob Tosner Seconded: Hersh Schwartz Vote: 5-0-0.

Old Business

Michael Peregon said that he doesn't like the VSB to be known as a cash cow. He feels that the VSB should expand the money for grants and make the DPW and Fireworks people (and any others) apply to the VSB if they want a municipal grant. The Assistant Town Manager cautioned that the VSB might need to review its grant criteria.

FY 2009 VSB Goals

The Chair indicated that the BOS needs the VSB's FY 2009 Goals by May 30th. The board agreed to work on the goals in preparation for the next meeting on WEDNESDAY, MAY 28TH AT 11: A.M. The agenda will contain two items: VSB annual goals and the public relations RFP.

Hersh also wants to talk about the beach bags and the increased price at the next meeting under old business.

Adjournment at 5:30 p.m.

Respectfully submitted,
E. Rogers Gaudiano

Approved by _____ on _____ 2008
Rob Tosner, Chair