

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
March 17, 2010 at 3:00 pm
Tourism Office 330 Commercial Street**

Members present: Rob Tosner, Chair; Kathleen Fitzgerald, Vice Chair; Hersh Schwartz; James Bakker; Mick Rudd

Members absent: Michelle Haynes; Michael Peregon; both excused

Staff: Bob Sanborn, Tourism Director; Jackie Kelly, Administrative Assistant – Tourism Office;

Others: Sharon Lynn, Town Manager; David Gardner, Assistant Town Manager; Lyn Kratz; Candy Collins-Boden; Robin Evans

Meeting was called to order at 3:00pm

Agenda:

1. Public Statements

Robin Evans spoke about Article 22, which will be part of the upcoming Annual Town Meeting, on behalf of the Open Space Committee. It supports protection of the Greenway, an undeveloped area from the Truro line to the seashore. The area is unique and draws visitors as well as being critical to local wildlife. The committee wants to identify and survey the area in order to effectively request that the Town have a management plan to protect it. Mick Rudd suggested that the Committee contact Sheila Lyons, Barnstable County Commissioner.

Motion: it is moved to recommend to the Board of Selectmen that a Co-op Grant to both the Chamber of Commerce and to the Provincetown Business Guild for \$10,000 each, be included in the VSB budget.

Motion: Rob Tosner

Second: Hersh Schwartz

5-0-0

It was decided that placing two half-page ads in Best Read Guide for a total of \$3,360 is in compliance with a previously made motion.

2. Tourism Director's report

Media Plan:

- Boston Magazine this year is showcasing Cape and the Islands in its June issue (last year was "Summer in the City"). This is great target market opportunity. A full color ½ page ad is \$3,150. At the last meeting you asked me to determine if Marlo continued to recommend this ad, and if we would get editorial. I was able to determine that we will get 250 words of editorial, and Marlo does recommend given the editorial.



Motion: it is moved to place a half-page ad in Boston Magazine's special June issue at a cost of \$3,150.

Moved: Hersh Schwartz

Second: Jim Bakker

5-0-0

Additional background for other Agenda items:

- **Rob will be out of town for the Town Meeting. Who will represent the VSB at Town Meeting?**
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- **There are 38 articles on the warrant for the Annual and Special Town Meetings (draft attached). In addition to Article 13 (Expenditures from the Tourism Fund), we need to identify if the VSB will take a public position on any other articles. The articles that Bob recommends that the VSB should consider taking a public position on are:**



3. Articles on Warrant for 2010 Town Meeting

Annual meeting:

ATM Article 15: July 4th celebration \$21k privately raised, this addresses the \$22k that it actually costs

Motion: it is moved that the VSB recommend, to the Moderator, passage of ATM Article 15.

Motion: Mick Rudd

Second: Rob Tosner

5-0-0

ATM Article 16: Library Renovations:

Motion: it is moved that the VSB recommend, to the Moderator, passage of ATM Article 16.

Motion: Jim Bakker

Second: Rob Tosner

5-0-0

ATM Article 17: Adoption of funds received from fines for handicap parking (VSB already committed to Vernon Porter to support this).

more

**ATM Article 21: Formula Business Regulated District.
Recommendation is reserved--**

STM Article 7: Meals Tax Option

Motion: it is moved that the VSB recommend, to the Moderator, passage of STM Article 7.

Motion: Mick Rudd Second: Hersh Schwartz 3-2-0

(Kathleen Fitzgerald and Rob Tosner opposed)

STM 9

Motion: it is moved that the VSB recommend, to the Moderator, passage of STM Article 9.

Motion: Jim Bakker Second: Hersh Schwartz 5-0-0

STM Article 8: Room Tax Option

Motion: Mick Rudd Second: Hersh Schwartz 3-2-0

STM Article 10: Create Special Stabilization Fund for Special Events

Motion: it is moved that the VSB recommend, to the Moderator, passage of STM Article 10.

Motion: Rob Tosner Second: Kathleen Fitzgerald 5-0-0

STM Article 11: Amend Room Excise Tax Distribution

Motion: it is moved that the VSB reserve recommendation on STM Article 11.

Motion: Rob Tosner Second: Mick Rudd 5-0-0

Motion: it is moved to rescind the previous vote.

Motion: Kathleen Fitzgerald Second: Hersh Schwartz 5-0-0

Motion: it is moved that the VSB will not recommend passage of Article.

Motion: Rob Tosner Second: Hersh Schwartz 5-0-0

If Article 8 passes, the VSB will recommend passage of STM Article 11.

STM Article 12: Room Occupancy Tax (short term rentals)

Motion: it is moved that the VSB recommend, to the Moderator, passage of STM Article 12.

Motion: Kathleen Fitzgerald Second: Rob Tosner 5-0-0

STM Article 16: Hours of Entertainment

Motion: it is moved that the VSB recommend, to the Moderator, passage of STM Article 16.

Motion: Mick Rudd Second: Rob Tosner 5-0-0

4. Approval of Minutes

5. Old Business

more

Bob showed the VSB publications that have just been printed: Spirit, Tom On Tour, Exhale, Beige, Yankee. Our ad in Hotspots is about to end; we are now in the Cape Cod times, have one more issue in Curve and will be in Art Collector later this summer.

6. New Business

Motion to adjourn

Motion: Rob Tosner

Meeting was adjourned at 5:02 pm

Second: Kathleen Fitzgerald

5-0-0

Respectfully submitted,

Jackie Kelly