

Visitor's Services Board
Meeting Minutes
September 5, 2007 10:00 a.m.
Judge Welsh Hearing Room

Members present: Kathleen Fitzgerald, Laurel Guadazno, Michael Peregon, Mick Rudd, and Rita "Hersh" Schwartz.

Member absent: Peter Bez and Rob Tosner (excused absences)

Staff: David Gardner

Others: Patrick Eeley, Sharon Lynn, James Mack,
and Barbara Rushmore.

The meeting was reconvened at 10:10 a.m.

Public Hearing to receive comments on the design and landscape improvements proposed for the Waterfront Memorial Park.

Barbara Rushmore presented her plan to the Board members. It was detailed as to locations and types of trees; the members read it. She also had many comments on the VSB's proposed plan which had been done by Patrick Eeley of Atwood Group Landscape Architecture.

Barbara R. said she is very much in favor of replacing 7 trees at no cost to the VSB. The trees would be 3 pines, 2 shad, and 2 tamarisk. She went on to detail every element of her plan and to comment on it. She thinks replacements for the dedicated trees could be accomplished. Also, she felt that we should have drinking fountains out on the wharf. We, too, should urge the Harbormaster to put ladders into the harbor so that if anyone fell into the water, they would have a way to pull themselves up.

She then went on to elaborate on her proposal (which had been denied at the April town meeting) for beautifying the Ryder Street Extension portion of the MPL.

Barbara R. was thanked for her input and plan.

James Mack spoke next and said that he really likes Patrick Eeley's proposal and he feels that a good compromise would be leaving trees where they are. His Beautification Committee was supposed to have a meeting this summer but he was unable to get a quorum.

Patrick Eeley's plan had already been presented and digested by the Board.

Comments from the VSB.

Hersh Schwartz was happy with the walk-thru of the park. She likes Patrick's plan and would like having the walkway where it is. She likes plantings on the bulkhead side and also feels that we have 8 benches and she doesn't feel that we need any more. Too, she likes taking down part of the fence on Cabral's end, but wondered how far down the greenery would go because the restaurant might not like it. She also likes trees on the Ryder Street area but questions how many we really need. She further suggested that if you buy trees in the fall they will be half price. The plan mentioned having several flagpoles but she would like at least one flagpole.

Michael Peregon weighed in next; he thinks we should remove the cement bumper stops but put in a heavy wood fencing along that area. It would provide safety and would be economical, as well. He is opposed to a cement curb. He also wants ladders considered again. He further felt that instead of two materials – use only one material to go underneath the benches. It would be simpler to do a boardwalk for the whole thing.

Laurel Guadazno next voiced her opinions: The trees are so large that they shouldn't be moved and she agrees with everyone's comments and would like only one material used for the walkway. We're all pretty much in agreement.

Mick Rudd said that his experience on Lopes Sq was that - in the end - there were hard decisions made about low maintenance and Lopes Sq is very successful. If we can just apply the same success to the waterfront park, he would incorporate all the suggestions made so far. The bulkhead is part of the park but the boat ramp is a different issue; it has to remain free for use. He will be meeting on the transportation feasibility study. It could be federally funded and the Board of Selectmen (BoS) might not approve the renovations to the waterfront park because it may be ruined in the future. We should make the waterfront park a goal for next year.

Kathleen Fitzgerald said that everyone seems to be in agreement and maybe they'll be coming up to the BoS with the big picture. Making it user friendly and not like a blight on the waterfront will be their main proposal aim.

Patrick Eleey said that he will make adjustments to his plans, i.e., using only one boardwalk material will be a savings as opposed to concrete. The original plan had an 8 ft wide boardwalk. He would like to give the planting strips a bigger space – it would mean picking up the benches and re-anchoring them. He then continued aloud detailing how he would redo the plan to incorporate all the suggestions he had received from the Board.

David Gardner said the Board should be cautious about discussing potential improvements on private property, i.e., Cabral's pier, without properly notifying the property owner of the discussion. One of the Board members mentioned that beautifying Fishermen's Pier would be presumptuous. Barbara said that it's not presumptuous – Bobby Cabral wants it because it adds to the ambience of his property; he liked the idea. Kathleen F. said she will reconfirm with Robert Cabral - his permission for the improvements planned.

Laurel G. said that the terms “restoration and refurbish” would be a good choice of words when presenting the plan to the BoS. Mick R. agreed, changing the language changes the perception of ripping out.

Patrick will try to have a redone plan to present to the Board at their next meeting.

Public Statements

None.

Steering Committee on MacMillan Pier Transportation Center

The BoS is reactivating the steering committee on the MacMillan Pier Transportation Center, and Mick Rudd has been appointed by the Chair to be the VSB's representative. The steering committee originally met back in 2006 based on the Feasibility Study dated January 6, 2006, which identified two alternatives – landside and waterside. The steering committee dissolved after a short time due to a lack of consensus regarding the two alternatives. The reactivation of the steering committee will pick up where the discussion left off. Mick Rudd will be the VSB's representative, and David Gardner will represent the Tourism Office.

Michael Peregon, expounding on the uniqueness of Provincetown, said that we have a real road, a real airport, a real harbor, etc. and he's been really disappointed with the fact that the town hasn't become a real transportation center.

Mick Rudd said he could use a little direction at this point before going to the meeting. Basically the proposal that consultants came up with in January 2006 raised the confluence of opportunities in town. The other consideration is that if we are the terminus of all this bus service and ferry service - they have come to the conclusion that this terminal has to be on the waterfront. It would be all be contained in one building – components are combining transportation services in one building, i.e., ticket purchases, etc. so then it becomes very attractive to the state and federal funding services. The consensus coming from the Board is that – no, it will not be on the waterfront.

Laurel Guadazno would rather see a transit center at Shankpainter Road where the buses current are parked. She felt that it doesn't have so much to do with the ferry as with people coming in by bus.

Hersh Schwarz said that originally it was wanted to have all the buses go into the MPL and that didn't work but having the buses go out to Shankpainter now leaves the MPL a far more pleasant place.

Kathleen F. said that we can't take any more crowding in the downtown area. Buses along the waterfront are not attractive. But it is clear that there is no consensus from the VSB as to where the transportation center should be

located.

Business Summit

David G. said they have received an invitation – they are seeking the VSB to be a sponsor of the business summit.

They are inviting us to be a co-sponsor. The summit will be held on October 18th with a social hour from 6 – 7 p.m. followed by the meeting. The invitation came from the BoS. Kathleen F. said our previous chair was a proponent – so this announcement is just to put it on our calendar? David G. said he needs a motion.

Motion: Move that we participate as co-sponsors of the Business Summit.

Motion: Michael Peregon Seconded: Hersh Schwartz Vote: 5-0-0.

Art in Windows

David G. said that we do have a display at Logan Airport of 50 student art pieces from the Art in Windows collection. Bill Schneider had scheduled photo opportunity at the airport on September 11, 2007. MASSPORT needed to reschedule that date. The photo shoot was intended for the kids and their parents to get recognition, but was to include the Town Manager, School Officials and others. We were going to get the ferry service to donate rides to Boston. Because school is starting, and the ferry season is about to end, it was thought that rescheduling the photo shoot would be too onerous at this time.

David G. is looking to the VSB for other ways to help market the Art in Windows display at Logan Airport and bring recognition to the kids. Michelle Haynes of Cape Air will make the art a feature story in her inflight magazine.

Hersh Schwartz said this is her pet project and she thought perhaps funding a busload of interested kids for a couple of hours would get us some media exposure. Laurel G. said a bus to Boston would cost \$900. She would rather spend the money on next year's projects.

Hersh S. said that Lisa Fox feels that she will have more costs for her art in windows project. Everyone says, "Yes you can put art in my windows." but she's afraid that she will be having more art than windows. Laurel G. feels it's a great project - but - the VSB logo slapped in the middle of the art should be a "no-no." We should present the work professionally and respectfully. David G. will check to see how the monies for the project were accounted for in last year's budget.

Conwell Lumber gave the posters to the VSB at cost. Laurel said that there's a grant available from an art group and the funding source is very pro children.

Motion: Authorize the present acting director to expend up to \$400 for the art in the windows project.

Motion: Mick Rudd Seconded: Michael Peregon Vote: 5-0-0.

Hersh S. with David G.'s help will do a letter for business owners regarding the project and the setting up of dates to install art.

Mick R. wants to look into a school sponsored Logan trip to see art at airport.

If the school would like to do a field trip to Logan Airport to view the exhibit then the school should sponsor and organize that trip.

Tourism Director's Report

David G. said that he really doesn't have much to report at all. Just two things – 1) he has met with Chuck and Bill is doing an ad schedule for 08. We are on track and we have 2 remaining ads to be placed on the 07 calendar. Chuck already had directions on these so there is continuity in the ads and 2) David G. is working with the town accountant to make sure that funds are being reimbursed for future commitments. Bill has already made his reservations and we've reimbursed him for that; we're working to see that those funds will be returned.

Approval of Minutes – August 10, 2007 and August 24, 2007

Motion: Approve the minutes of the August 10th meeting.

Motion: Laurel Guadagno Seconded: Hersh Schwartz Vote: 4-0-1 ab (MR)

Motion: Approve the minutes of the August 24th meeting.

Motion: Laurel Guadazno Seconded: Michael Peregon Vote: 5-0-0.

Old Business

Michael P. said that the sign committee has not met for the last few weeks. It's in process and we'll move it through.

Laurel G., when asked, said that she has no walking tours arranged.

New Business

Discussion on the amount carried over will be discussed at the next business meeting.

The next meeting will take place on Tuesday, September 18th at 10:00 a.m.

Adjournment happened at 12:05pm

Respectfully submitted,

Evelyn Gaudiano

E. Rogers Gaudiano

Approved by _____ on _____ 2007

Kathleen Fitzgerald, Acting Chair