

TOWN OF PROVINCETOWN – VISITOR SERVICES BOARD

SPECIAL MEETING – MONDAY, FEBRUARY 14, 2005

JUDGE WELSH HEARING ROOM

Chairman Steve Melamed opened the meeting at 10:05 AM noting the following attendees:

VSB members: Peter Bez; Lynne Davies, Vice Chairman; Ellen Freeman; Laurel Guadagno; Steve Melamed, Chairman and Barbara Rushmore

VSB members absent: Mick Rudd

Other attendees: Patricia Fitzpatrick, Tourism Director

Recorder: Bill Schneider

The following are meeting minutes, in brief.

The Chairman addressed the minutes from the meeting on February 8, 2005. The grant application submitted by Barbara Rushmore on behalf of the Library Building Fund in the amount of \$5,000 should be reflected as FY 2006, not FY 2005. The recorder was asked to forward a corrected copy of the minutes to each member of the VSB for approval at the March 8, 2005 meeting.

The Chairman addressed the concerns the VSB has regarding the false perception about Provincetown. Ellen Freeman referenced the comments made by the Family Pride Coalition in the supporting documents presented with their grant application as well as the article about Provincetown, which appeared in "In News Weekly." Barbara Rushmore reflected upon the many positive things the Town has done and continues to do. Tourism Director Patricia Fitzpatrick spoke about her positive relationship with travel writers and the importance of being a credible source. Peter Bez stated Provincetown is a destination that offers something for every budget. Lynne Davies spoke about the marketing budget. The Chairman addressed spin control when responding to editorial comments.

MOTION: Move that the Tourism Director draft a letter to the Guest Opinion column in response to the article about Provincetown, which recently appeared in the publication "In News Weekly."

Motion by: Peter Bez Seconded by: Ellen Freeman Yea 6 Nay 0

The Tourism Director agreed to circulate a draft of the letter to the VSB by the end of the week.

Ellen Freeman requested the Tourism Director work on an outline in conjunction with the Chamber of Commerce and Provincetown Business Guild concerning the hospitality academy.

Steve Tait presented a proposal for a community marketing survey to be conducted by San Francisco-based Community Marketing, Inc. on behalf of the Provincetown Business Guild. The PBG would like the VSB consider financial assistance in funding half of the market research, which is estimated to cost \$20,000. The Chairman expressed his interest in receiving a composite incorporating information from the Chamber of Commerce. Vice Chairman Lynne Davies asked about the possibility of this firm provide a marketing plan. Mr. Tait indicated Community Marketing, Inc. could provide the VSB with a marketing plan for approximately \$3,800 plus expenses. Ellen Freeman requested the VSB have input in developing the criteria for the survey.

The Chairman requested the Chamber of Commerce be asked if they wish to participate before the VSB votes on whether or not to grant the PBG's request for funding.

The Chairman adjourned the meeting at 4:50 PM.

MOTION: Move that the VSB fund \$15,000 (\$7,500 for a market survey conducted by Community Marketing under the direction of the Provincetown Business Guild; also \$7,500 set aside to be offered to the Chamber of Commerce for the continuity of parity, to conduct a similar market survey of their client base by a third party, if they so wish) to be available until the end of fiscal year 2005.

Motion by: Peter Bez Seconded by: Lynne Davies Yea 6 Nay 0

David Flower addressed the VSB about decorating the VSB booth for the Gay and Lesbian Expo and distributed the proposed design of the booth.

Don Murphy presented the grant application for the Provincetown Portuguese Weekend. Peter Bez requested information from last year's income, which Mr. Murphy was not prepared to respond to. Laurel Guadazno inquired if the VSB logo would be included on all advertising. Lynne Davies asked if brochures have been printed. Mr. Murphy confirmed the brochures have been drafted and do not include the VSB logo as all sponsors are treated fairly. Ms. Davies reiterated the VSB grant application guidelines are enforced pursuant to the grant agreement between the Town and the grantees. Ellen Freeman expressed concern that the VSB guidelines be applied uniformly to all applicants.

MOTION: *Move that the VSB fund \$2,850 for the participation of the Gazela at the 2005 Provincetown Portuguese Festival from the FY 2005 promotional grant budget.*

Motion by: Laurel Guadazno Seconded by: Peter Bez Yea 0 Nay 5 (LG, BR, PB, SM, LD) Abstain 1 (EF)

Ellen Freeman left the meeting at 12:20 PM.

Jim Cox presented the grand application for the Silent and Live Auctions 2005 on behalf of the AIDS Support Group of Cape Cod.

MOTION: *Move that the VSB decline the application request submitted by the AIDS Support Group of Cape Cod for a promotional grant.*

Motion by: Peter Bez Seconded by: Laurel Guadazno Yea 5 Nay 0

MOTION: *Move to direct the chair to direct the Tourism Director to provide the VSB with the report of exactly what marketing is are in place for the remainder of FY 2005 to include the information requested by Ellen Freeman.*

Motion by: Peter Bez Seconded by: Laurel Guadazno Yea 5 Nay 0

Move to fund the booth redesign in the amount of \$3,000 and assign a committee of David Flower, Patricia Fitzpatrick and Laurel Guadazno.

Motion by: Lynne Davies Seconded by: Barbara Rushmore Yea 5 Nay 0

MOTION: *Move to fund the booth redesign in the amount of \$3,000 and assign a committee of David Flower, Patricia Fitzpatrick and Laurel Guadazno.*

Motion by: Peter Bez Seconded by: Barbara Rushmore Yea 5 Nay 0

The Chairman announced the meeting will be continued until 9:30 AM on Wednesday, February 16, 2005.