

TOWN OF PROVINCETOWN – VISITOR SERVICES BOARD

TUESDAY, JUNE 21, 2005

JUDGE WELSH HEARING ROOM

Chairman Lynne Davies convened the meeting at 10:07 AM noting the following attendees:

VSB members: Lynne Davies, Chairman; Kathleen Fitzgerald; Steve Melamed and Mick Rudd

VSB members absent - excused: Peter Bez; Laurel Guadazno

VSB members absent - unexcused: Barbara Rushmore

Other attendees: Keith A. Bergman, Town Manager; Candace Collins-Boden, Executive Director, Provincetown Chamber of Commerce; Patricia Fitzpatrick, Tourism Director; Michelle Jarusiewicz, Acting Assistant Town Manager and Grant Administrator

Recorder: Bill Schneider

The following are meeting minutes, in brief.

MOTION: Move that the minutes from the June 7, 2005 VSB meeting be approved.

Motion by: Mick Rudd Seconded by: Steve Melamed Yea 3 Nay 0 Abstain 1 (KF)

Chairman Davies presented a budget update and distributed a copy of the monthly report to the Board of Selectmen.

Ms. Collins-Boden asked if the globe lighting on Lopes Square will be installed and Chairman Davies agreed to follow up with the Department of Public Works.

Chairman Davies tabled the municipal budget update until the next VSB meeting as she was awaiting information from the Town Accountant.

The issue regarding the referral of travel writers to local guesthouses was tabled until the next VSB meeting as procedures are still being worked out.

The FY06 marketing budget was discussed. Tourism Administrative Assistant Bill Schneider distributed a revised matrix reflecting advertising commitments as well as media kits from *Bay Windows* and *Instinct Magazine*. A copy of *Hot Spots Magazine* was also distributed for review by the Board. After discussion, the Board requested Mr. Schneider negotiate ads with *Bay Windows* not to exceed \$5,000 for 26 insertions and *Instinct Magazine* not to exceed \$4,425 for 12 insertions. Mr. Schneider was also requested to obtain a media kit for *411*. Chairman Davies will follow up with the name of the publication as an alternative to *Curves Magazine*.

Tourism Director Fitzpatrick addressed the issue of advertising leads. Following discussion, the Board requested Mr. Schneider draft a proposal on how to disseminate information moving forward, when advertising leads are received by the Tourism Office.

Chairman Davies presented an update on the development of the VSB website. A presentation of the proposed home page will be scheduled later this week. The anticipated launch date is July 15th.

The Tourism Director addressed the proposal she submitted to the Town Manager for consulting services.

MOTION: Move that the VSB initiate and develop a working plan during FY2006, for the Historic and Cultural Walking Trail to be funded by the Tourism Funds approved and allocated at the 2003ATM, Article 30-4* in the amount of \$67,500 from the Tourism Fund. The plan will be presented at a public hearing with the

Board of Selectmen prior to FY2007.

* **Article 30. *Expenditures from the Tourism Fund.*** The Town voted to transfer from the Tourism Fund the sum of \$180,000 to fund the following projects which market, beautify or enhance tourism in Provincetown:

- (1) Waterfront Complex \$77,500
- (2) AIDS remembrance 5,000
- (3) Art in Public Places 10,000
- (4) Historic Walking Trail 67,500
- (5) Provincetown Theatre Foundation 20,000

Motion by: Steve Melamed Seconded by: Mick Rudd Yea 4 Nay 0

The interim staffing plan for the Tourism Office was discussed. The Board agreed to retain an on-call secretary to take VSB meeting minutes until a long-term strategic plan is implemented.

MOTION: Move to recommend a transition of Tourism Office staff support be handled as follows: 20 hours per week previously provided by the Tourism Office administrative assistant be devoted to an interim department head; that the interim department head be authorized to obtain additional clerical assistance as needed; an additional 10 hours per week will be provided for services of the Acting Assistant Town Manager to work with the interim department head and VSB; and the acting department head's schedule would normally be 8AM – 10AM and 3PM – 5PM daily in the Tourism Office and as needed to attend VSB meetings and other tourism-related events. The Board intends to have a long-term strategic plan finalized in July to be implemented after Columbus Day, with BOS approval.

Motion by: Mick Rudd Seconded by: Kathleen Fitzgerald Yea 4 Nay 0

Chairman Davies advised the Board that Mr. Melamed has decided not to seek re-appointment of his Board membership effective July 1, 2005. Various members of the Board thanked Mr. Melamed for his many years of dedicated service.

The Chairman adjourned the meeting at 11:45 PM.