

**TOWN OF PROVINCETOWN
VISITOR SERVICES BOARD**

MONDAY, OCTOBER 3, 2005

JUDGE WELSH MEETING ROOM

Chairman Lynne Davies convened the meeting at 11:32 AM noting the following attendees:

- VSB members: Lynne Davies, Chairman, Peter Bez; Mick Rudd; Hersh Schwartz

- Absent VSB Members: Laurel Guadazno, Michael Peregón, Kathleen Fitzgerald (excused absences)

- Other attendee: Bill Schneider, Acting Tourism Director; Michelle Jarusiewicz, Acting Assistant Town Manager and Grant Administrator

Recorder: Cynthia Curran

The following are meeting minutes, in brief:

APPROVAL OF MINUTES

- **MOTION:** Move to approve the minutes of the August 30, 2005 VSB Grant Guidelines public hearing as written.

- **Motion by:** Hersh Schwartz **Seconded by:** Peter Bez **Yea 4 Nay 0**

- **MOTION:** Move to approve the minutes of the September 20, 2005 VSB 10:00 AM meeting as written.

- **Motion by:** Peter Bez **Seconded by:** Hersh Schwartz **Yea 4 Nay 0**

The minutes from the 9/20 evening public hearing and the 9/27 meeting could not be approved, because there was not a quorum of those who had attended them.

BUDGET UPDATE

Lynne Davies distributed balance sheets for FY2005. Some FY2005 grants were mistakenly paid out of 2006 and this will have to be corrected. Ms. Davies would like Bill Schneider to work with Alex Heilala, Town Accountant, to make sure the balances are correct. Mr. Schneider said that the Tourism Office needed a new computer printer. The VSB asked Mr. Schneider to obtain a new one. Funding for the printer will be from FY2005 Coordination & Support budget. Ms. Davies and Mr. Schneider will meet with Alex Heilala to discuss some questions about the FY2006 Budget regarding the payroll for the bathroom staff and other budgetary matters to ensure the Finance Dept and the VSB are in agreement with budget details. Ms. Davies went over some more points regarding the budget and asked the members to look it over.

TRADE SHOW BOOTH UPDATE

Some of the samples for the trade show booth had not arrived, so it was decided to table this item until the next meeting.

SHOPPING BAGS

Bill Schneider said the cost for each bag would be 74 cents when ordering 5000. The new mock up had not arrived so this item will also be taken up at the next meeting.

OTHER BUSINESS

Michelle Jarusiewicz said she is trying to arrange a date for the Conflict of Interest workshop with the Town Counsel. October 18th is the tentative date for the workshop. Ms. Jarusiewicz said that specific questions could be sent to the Town Counsel ahead of time.

BRANDING

Lynne Davies asked Ms. Jarusiewicz if the branding process could be done in steps to negate the formal RFP process in order to save time. Ms. Jarusiewicz said that if there was a possibility that the amount spent in total would require an RFP, then one would be needed. She said that the RFP wouldn't have to be advertised, but there could be phone requests. Ms. Davies said that she would like to have four potential facilitators come and make presentations.

Peter Bez said that he still wasn't sure how working on branding would further the mission of the board. He said that he asked Robin Haueter that question after he spoke to the Board, but did not get an answer. Bill Schneider said that some of the process that was described by Mr. Haueter has already been done. Mick Rudd said that branding was a way to look at the larger picture and see how Provincetown compares to other destinations. He said it was a way to make sure all sectors of the Town are represented by the VSB and to broaden its base of support. Ms. Davies said the process would show the Board's desire for inclusiveness. She said it shouldn't necessarily be called branding, but would be a discussion with various stakeholders about how Provincetown is perceived, what it represents, and how the Town should be advertised. Ms. Davies asked Bill Schneider to contact four potential facilitators to start the process for choosing one. Ms. Davies said the meetings would, of course, be open to the public, but that there would be a limited number of invitees working with the facilitator. The public would have opportunities to voice their thoughts at various points in the facilitated process. She asked Mr. Schneider and Mr. Rudd to work together on this project.

TOURISM DIRECTOR'S REPORT

Bill Schneider said that he will meet with Chuck Anzalone about the VSB's advertising commitments for the coming year. He suggested that Mr. Anzalone come to the next VSB meeting to discuss marketing strategy. Michelle Jarusiewicz was asked if Peter Bez could attend since because there would be no discussion about money.

Mr. Schneider has talked to the Town Manager about a welcoming party for the Bulgarian students next year. The Town will host the party in the spring.

Mr. Schneider has been working with the Library Director on finding a way to display the Lipton Cup in the new library. A new case with a burglar alarm must be built. The library is looking for funds to build the case and set up the initial security system. They will then be responsible for the yearly fee. The cup must also be cleaned and moved to the library with a police escort. They would like to have a ceremony once it is installed. Mr. Schneider has also been talking with the Town Manager and Stephen Borkowski of the Art Commission. The VSB would like to support this project and asked Mr. Schneider to return with definitive figures on how much money is needed.

Mr. Schneider said he has had further discussions with the Pink Planet T.V. program about filming during Fantasia Fair. They still want to come then, even though it is not a Gay and Lesbian event. The Board did not want to support their coming at this time, but would consider giving production assistance in the future.

The contract for *Panorama* magazine is due for renewal. The Board had agreed to renew with a 1/4-page ad. *Panorama* said that they would extend the duration of the contract for two weeks for free if the VSB would renew with a half-page ad. This would be at a reduced rate. This past year the VSB's ad has been next to an ad for Bay State Cruises. There has been a half page advertorial above them. The board was concerned that if they went to a half-page ad, there would be no advertorial and it would not really be an advantage. Right now there is no guarantee of having an advertorial with either a half-page or quarter-page ad.

MOTION: Move to authorize Bill Schneider to negotiate best possible solution to guarantee the advertorial,

Motion by: Lynne Davies Seconded by: Peter Bez Yea 4 Nay 0

Although the VSB decided not to attend the IGLTA Trade Show in Montreal this year, there is still the opportunity to distribute brochures there. The VSB will partner with the PBG and the C of C to pay the fee of \$225.00. The VSB will send its calendar of events card.

Bill Schneider spoke with the Family Week group about having a carnival here that week. They were in favor of the idea. The Board discussed where the money gained from the carnival would go. Since the VSB is no longer involved with the Waterfront Park, the public bathrooms were proposed as the recipient. Peter Bez thought that perhaps the

receipts should just go to the general fund to generate good will for the VSB. Mick Rudd thought that since both residents and tourists use the public restrooms, this would also be viewed very positively. Michelle Jarusiewicz thought that the Board needed more information on how complicated it would be to run this event. She thought that it might be more work than the Board expects. Mr. Schneider said that the concession company runs everything. He would have to investigate costs for police, insurance and any other expenses. There must be an article on the November warrant to set up a revolving account for this. Ms. Jarusiewicz said that the article must be in this week. The account would be to increase public restrooms for the benefit of tourists and residents. Hersh Schwartz suggested that perhaps another event such as an ice cream fest could be developed for Family Week.

STOREFRONT INITIATIVE

Lynne Davies said that the VSB would like to organize a project to decorate empty storefront windows and paint the wooden coverings some stores put up during the winter. She thought that the public schools, PAAM and FAWC could be contacted to ask the students to do paintings to be displayed. The VSB could pay for the supplies for the paintings. Due to lack of time the project would be kept simple this year. The PBG and the Chamber of Commerce would be asked to send out an email blast to store owners to tell them about the plan and find out when they are closing. Bill Schneider was asked to contact the schools and to compose the email to be sent out.

MOTION: Move to authorize Bill Schneider to compose an email to be distributed by the PBG and the Chamber of Commerce informing stores that the VSB will supply vacant stores with artwork by students from the schools and the major art organizations in town to display in their storefronts while they are closed.

Motion by: Mick Rudd Seconded by: Lynne Davies Yea 4 Nay 0

MOTION: Move to authorize up to \$600 for the art supplies for the Storefront Initiative project.

Motion by: Lynne Davies Seconded by: Peter Bez Yea 4 Nay 0

Hersh Schwartz said she will talk to the hardware stores to see if they will donate art supplies for the project.

HOLIDAY LIGHTING PROJECT

Last year a "Holiday Lights" project was approved and phase one was begun. The vendor, Downtown Decorations, never completed the project. The vendor says that they did not have access to the Town Hall tower and so could not put up all the lights. There are also problems with the work that they did. After discussing the situation and various options, a motion was presented.

MOTION: Move to have the vendor fix the existing decorations and reimburse the town for the work which was paid for, but wasn't done.

Motion by: Peter Bez Seconded by: Mick Rudd Yea 4 Nay 0

Mick Rudd suggested that perhaps the DPW could look at the decorations to see what needs to be done. Bill Schneider said that the DPW does not have the people to do this now, so a third party or volunteers would have to do it. The discussion was tabled for the moment.

PR FIRM RFP UPDATE

Lynne Davies asked for comments about the draft RFP. Some suggestions were made.

MOTION: Move to amend the language in the RFP as suggested.

Motion by: Peter Bez Seconded by: Hersh Schwartz Yea 4 Nay 0

MOTION: Move to advertise the amended RFP as soon as possible.

Motion by: Lynne Davies Seconded by: Peter Bez Yea 4 Nay 0

PROPOSED GUIDELINES – FY07 GRANT PROGRAM

Lynne Davies distributed two proposed drafts for a new grant application and went over them. There will also be guideline instructions which will explain what information is needed. It was suggested that Bill Schneider review the applications and return those which were not complete. Michelle Jarusiewicz said that the onus should not be on the staff to review the applications. There may be too many and it would also be very complicated if they accepted an application as complete and it was not. Ms. Jarusiewicz said there should be a policy of what to do with incomplete applications. They might be told to resubmit at a future date or given a set amount of time to complete the application. It must be clear ahead of time what the rules are. Lynne Davies and Bill Schneider will work on the applications. Ms. Davies said that an additional question for the application might be: If you had the same event last year, please describe what went well and what went badly? Ms. Davies said that she will have a draft for the next meeting.

The meeting was adjourned at 1:47 PM.