

TOWN OF PROVINCETOWN VISITOR SERVICES BOARD

THURSDAY DECEMBER 1, 2005

JUDGE WELSH MEETING ROOM

Chairman Lynne Davies convened the meeting at 9:05AM noting the following attendees:

VSB members: Lynne Davies, Chairman; Kathleen Fitzgerald; Laurel Guadagno; Michael Peregou; Mick Rudd; Hersh Schwartz

Absent VSB member: Peter Bez, Vice Chairman (excused absences)

Other attendees: Bill Schneider, Administrative Director of Tourism, Catherine Russo, Lynn Mogell, Elizabeth Winston, Don Murphy, Robert St. Pierre, John Davidson, Ewa Nogiec, Bernie Steisel, Andy Reynolds, Barbara Rushmore, Richard Silver

Recorder: David Gardner

The following are meeting minutes, in brief:

TOURISM DIRECTOR'S REPORT

Draft 2006 Calendar of Events was distributed.

REVIEW OF FY07 GRANT APPLICATION PROCESS

LYNNE DAVIES MADE A PRESENTATION TO THE BOARD AND AUDIENCE ENTITLED: A REVIEW OF THE NEW VSB GRANT APPLICATION AND AN OVERVIEW OF THE GRANT PROCESS

QUESTIONS AND ANSWERS REGARDING THE PROCESS AND APPLICATION

Q. Is funding for a website an appropriate expense?

A. Web advertising is an appropriate expense if it is specific to promoting the event and meets the requirement of giving partial credit to the "Provincetown Tourism Office". It is not appropriate to reimburse an organization just for having a web site.

Q. What is the scoring system? And who scores the applications?

A. Each member of the VSB will be scoring the applications. The scoring system is intended as a tool to facilitate the discussion during the grant review process. That is why we are requesting ten copies of your application.

Q. Are all guidelines on the application?

A. The process and the guidelines discussed here today are on the application. In addition, the process and guidelines are on the website. The application will need to be picked up from the tourism office directly or a request may be sent by email. A copy of this presentation will also be made available on the website and also in DVD format. The only thing not on the application are the blackout dates:

- *Memorial Day weekend*
- *July 4th weekend*
- *Labor Day weekend*

Q. Limit to the number of the application from a single organization?

A. No.

Q. Is there a limit on the amount of the grant request?

A. No, any amount may be requested.

Q. Is the town copy machine available to the grant application for the copying of the application?

A. No, the town's copy machine is not available to the public.

Q. Why does April receive a lower ranking than May or June if the shoulder season is being emphasized?

A. The ranking takes into consideration the reality of existing visitor trends and crowds. The date of event ranking will mean very little if the event has an excellent promotional and marketing campaign associated with it. The goal is to extend the existing season into the shoulder period.

Q. How do we gauge the number of persons reached by the marketing plan?

A. May be determined by readership of the magazine or reach of the particular media being used.

Q. Why is net profit/loss important?

A. Because the event should not only be profitable to the town but also profitable to the recipient as well.

Q. What would we include in salary?

A. Prorate employee time dedicated to the event, or identify any individuals hired for the promotion of the event, i.e.: marketing person, event coordinator, etc... performers should be listed under other.

Q. Range of grant awards issued in past years?

A. \$500 to \$20,000. Fy07 budget has \$100,000 in grant funds.

CONCLUSION OF THE PRESENTATION AT 10:00 AM.

Discussion amongst the board members regarding what constitutes a conflict of interests.

Discussion amongst the board members regarding the how incomplete applications will be handled and the criteria in, which staff should, used to evaluate the completion of the application.

Discussion amongst the board members regarding the availability and scheduling of future meetings during the grant review timeframe.

UPCOMING MEETING SCHEDULE:

Tuesday, December 6, 2005, Regularly Scheduled Meeting Cancelled

Tuesday, December 13, 2005, 10:00 am Marketing Meeting

Tuesday, December 20, 2005, 10:00 am, Regularly Scheduled Meeting

Tuesday, January 3, 2006, Regularly Scheduled Meeting Cancelled

Tuesday, January 17, 2006, 10:00 am, Regularly Scheduled Meeting

Tuesday January 24, 2006, 09:00 am To 12:00 pm, Review of Grant Application

Wednesday, January 25, 2006, 09:00 am - 12:00 pm, Review of Grant Application

Tuesday, January 31, 2006, 09:00 am - 12:00 pm, Review of Grant Application

Tuesday, February 7, 2006, 10:00 am, Regularly Scheduled Meeting

The meeting was adjourned at 11:23 AM.