

**Town of Provincetown
Visitor Services Board
Judge Welsh Hearing Room
Meeting Minutes
Tuesday, May 11, 2004**

Chair Steve Melamed opened the meeting at 11:00AM noting the following attendees:

Present: Steve Melamed, Chairman; Barbara Rushmore, Vice Chairman; Lynne Davies; Michael Van Belle, Tourism Director; Patricia Fitzpatrick

Chair Steve Melamed opened the meeting at 11:02 am noting the following attendees:
Barbara Rushmore, Vice Chairman; Lynne Davies; Michael Van Belle

Michael Van Belle mentioned that his term was up in June and his application will be brought up at the following Board of Selectman meeting for reappointment.

Barbara Rushmore makes a motion to hold the meetings on a regular basis from 10am-12pm instead of 11-1 to increase attendance.

Motion passed 4-0-0-3.

Tourism Director Pat Fitzpatrick gives tourism director's report. On May 17 at 10:00 am there will be a press conference in the auditorium. 19 members of the international press are attending and will be provided with press kits. There will be an imbedded photographer in Judge Welsh Room and 64 volunteers will be helping to issue licenses. Golf shirts with collars in teal Provincetown Volunteer 2004 will be here Friday paid for by the Tourism Office. Commemorative booklets will be passed out including Selectman's statement and background piece on Provincetown along with the impact of ruling on tourism. Black and white glossies will also be included with a list of all the volunteers. 8 delegates from Delta Vacations will be arriving in town for Cabaretfest and will be guests of Cape Air and staying at rooms on Wednesday. They will decide after a 3-day inspection if we are a destination they want to include in their program. They'll be here for May 21-24 instead of their original plan in February. Leads taken at the Gay and Lesbian trade show that were done onsite are available in the Tourism office.

Steve Melamed would like to emphasize that the VSB logo should be places on the volunteer shirts. The PBG produced white shirts that were not of the tourism office's approval but will go into our marketing budget that was approved in its entirety.

John O'Neil from Cabaretfest gives a presentation. They are having trouble securing space in newspapers because of May 17 coverage but hope to receive overflow from that publicity. They'd like to expand advertising dollars to include the west coast. They anticipate selling out every event and are expanding the number of free events to generate good will to other businesses. They are grateful for everything the VSB does for them in their 5 years.

Daniel Kells, the new Executive Director of the Provincetown Theatre foundation, introduced himself as taking on Tom Egan's position. The new building will be open June 22 with a ribbon cutting at 1 p.m. and a fundraiser and open house 2 days later. The first performance will be on June 25 by the Provincetown Rep. Daniel had spoken with Steve Melamed previously about the VSB's contribution of \$20,000 to the theatre foundation. Formal thank you note was sent to grant administrator Michelle Jarusiewicz but not received by board. It was mentioned that it took 1 year from time that town meeting approved amount to when the money was received by the theatre. They had to go before the Selectmen twice to receive the funds. A permanent plaque will be placed at the theatre in the VSB's name. Pat Fitzpatrick asked about parking spaces at the theatre. The required 40 spaces will be available along with 135 spaces will be in back to accommodate 160 people. Daniel Kells mentioned that there will be a discussion with the FAWC about having outreach programs in conjunction with school systems.

Barbara Rushmore said that matters should be worked out for applicants who have already been approved so they won't have to apply all over again to receive their funds. Steve Melamed agreed. Pat Fitzpatrick said that the funds had to go through the process of becoming a grant since it was given as a gift that caused the delay in the foundation receiving their funds.

Guy Wolfe, managing director of the PTC and Eric Dray, member of the board of the PTC, spoke before the VSB. Guy Wolfe received a letter about their application not conforming to VSB guidelines and regulations. He wondered if the fact that the funds last year for their winter production went more to support funding than advertising caused the rejection of their grant application. The PTC therefore would like to make a request for reconsideration. Lynn Davies makes a motion to ask PTC to reapply and present in person with presentations from other applicants who will come back to be taken under consideration in June. Second by Michael Van Belle.

Motion passed 4-0-0-3.

Steve Melamed made suggestion to market PTC's productions to North Hampton and Connecticut. Pat mentioned co-opting an ad with PTC and Tourism in a Connecticut newspaper.

Steve Melamed would like ask board to respond to festival website answer from Don Murphy regarding logo to direct a letter to be written by the administrative assistant. He mentioned a concern about the nonuse of the VSB logo. Pat Fitzpatrick suggested that a meeting be organized with all grant recipients to go over policies and guidelines and to answer any questions about how to file received funds.

A concern was brought up about the Town Manager's memo regarding email being used to conduct town business. It was discussed that no decisions can be made via email but that a discussion is allowed.

Barbara Rushmore asked if the board has any money leftover in our budget and if so, do we move to give money to the skateboard park. Pat Fitzpatrick said that the budget indicates that we do have money left according to recent summary. Steve Melamed asked that we speak at the meeting next month to go over the budget. Barbara Rushmore asked to go over municipal budget next month as well.

Lynne Davies asked if the VSB paid for the unapproved t-shirts made for the volunteers on May 17 by the PBG. Steve Melamed explained the situation on how information was only picked up second hand by the board about VSB funds being used for t-shirts and felt that no one should be allowed to spend VSB funds without the Board's approval. He was surprised that there were no VSB logos on the t-shirts considering that our funds being used for it. Pat Fitzpatrick said the PBG were originally going to make 5 dozen shirts and sell them as a fundraiser, then we would use 5 dozen shirts for the volunteers. But they decided against selling the t-shirts but agreed to make them for the volunteers anyway. Michael Van Belle made a motion that any promotional funds in the future should contain the VSB logo if appropriate. Lynne Davies doesn't feel that the VSB should pay for the unapproved PGB shirts. Steve Melamed asked that the new t-shirts being printed for the volunteers contain the VSB logo. Pat Fitzpatrick will try to intercept the printing of the new shirts in Hyannis.

Steve Melamed made an amendment on the current motion to request that the Director of Tourism place logo be placed on the volunteer t-shirts for May 17.

Lynn Davies second the motion.

Motion passed 4-0-0-3.

Meeting went into executive session at 12:30 p.m.

Meeting adjourned at 12:40 p.m.

Minutes taken by Aaron M. Leventman