

**Town of Provincetown
Visitor Services Board
Judge Welsh Hearing Room
Meeting Minutes
Tuesday, June 15, 2004**

Present: Steve Melamed, Chairman; Barbara Rushmore, Vice Chairman; Lynne Davies; Ellen Freeman; and Patricia Fitzpatrick, Tourism Director

Chair Steve Melamed opened the meeting at 10:05AM.

Lynne Davies announced that she would be attending this meeting for the first hour as she had a prior engagement.

Minutes: The minutes of the last meeting could not be voted on as no copy was available.

Steve Melamed announced that Pasquale DiNatale resigned from the VSB.

Before the New Business commenced, Steve Melamed stated that there is some small budget funds left for this fiscal year. He would not like to go back to the Town for more funds. There was a general discussion regarding how much funds were left in the budget.

New Business

Christine McCarthy, Executive Director of the Art Association and Museum; Lynn Stanley, Education Director of the Provincetown Art Museum; Daniel Kells, Executive Director of the Provincetown Theater; Hunter O'Hanian, Executive Director of the Fine Arts Work Center; and Candy Boden, Executive Director of the Provincetown Chamber of Commerce applied to the VSB for a grant to promote a Provincetown art initiative which would offer various types of art programs year-round for tourism and education purposes.

Ms McCarthy spoke regarding the next two years on how the art organizations want to promote Provincetown and get visitors from other parts of the US to come to Provincetown for cultural events. She also talked about marketing strategies including brochures, websites, group advertising for events, hospitality and entertainment packages and promote material at trade shows, etc. Marketing should take place now to promote the art initiative for the future.

Each of the above representatives spoke for the initiative.

Steve Melamud stated that the VSB needs more specific items. They need an actual request for the Board. He had a request from the Provincetown Theater Company and asked the applicants if it is tied in with their request. Mr. Kells replied that he did not know what the request was.

Lynne Davies thought the idea was a very good one. The direction should be as to how the items can work in with the overall increase in tourism. She asked Ms McCarthy what the original request was and the reply was \$5,000.

Hunter O'Hanian said that this would be a cultural draw for the Town.

Patricia Fitzpatrick, Tourism Director, said that the advertisements should be "overall" not event specific. The funds would be marketing money not a grant and easier to get such as the Chamber of Commerce and Provincetown Business Guild receives. She also stated that monies for the Democratic National Convention visitors would not be used so those budgeted funds would be available.

Barbara Rushmore was happy to see representation from the arts community at the VSB and Steve Melamud suggested that they return with more specific items.

Mr. O'Hanian had proposed, to the Board of Selectmen, that a new sign be placed on Route 6 just before the Conwell Street turn-off. This sign would list arts locations such as the Art Museum, Theater, etc. The four organizations listed

will provide the funds for the sign and the installation thereof. The Board of Selectmen wanted to hear what the VSB thought about the sign. Mark LaTour was assigned to work on the sign. The State said that the organizations listed would have to be not-for-profit. Warren Alexander was contacted regarding the Zoning By-laws. A brochure, tying in with the sign, would be available at the Chamber of Commerce giving the locations of the cultural attractions.

It was moved to approve a sign proposed by the arts community listing the cultural attractions. Ellen Freeman wanted all non-profit attractions to be listed on the sign and questioned the Board whether the library should be on the list. It was stated that the library was not a non-profit organization.

Moved by: Lynne Davies

Seconded by: Barbara Rushmore

Vote: 4-0-0-3

Other Business

Steve Melamed had a letter to the Portuguese Festival group stating that they cannot get more funds without it being detrimental to other organizations. There was a general discussion regarding the Portuguese Festival.

Barbara Rushmore wanted a sign purchased that would be placed on the waterfront and made of mahogany which would say "Waterfront Park."

Moved by: Barbara Rushmore

Seconded by: Steve Melamud

No vote was taken on this item as Ellen Freeman wanted to hear all of Ms Rushmore's suggestions before voting.

Ms Rushmore suggested that \$5,000 be used for a skateboard park at Lopes Square which lead to a discussion that Town signage has to be put up where VSB funds are used.

A discussion ensued regarding budget funds. Patricia Fitzpatrick explained how funds could be appropriated before the end of June. Steve Melamed said that the VSB should be cautious about putting money into projects that might be wasted (in a year's time) such as the waterfront due to the proposed bus terminal, etc.

It was moved to approve 100% of available municipal funds for signage, trees, paths, flags, etc. There was a discussion about getting invoices, proposal costs, and etc. for these items.

Moved by: Ellen Freeman

Seconded by: Barbara Rushmore

Vote: 4-0-0-3

Patricia Fitzpatrick handed out copies of the Tourism Office Marketing & Promotion Review for FY 2004. A copy of this report is attached to these minutes.

Steve Melamed stated that he would write a synopsis of information he received in the last few days and email copies to the Board members.

The next meeting of the VSB will be on July 13, 2004 at 10:00 AM.

The meeting was adjourned at 11:30 p.m.

Minutes Respectively Submitted by Joel Glasser

Steve Melamud, Chairman

Date