

MEETING OF THE VISITOR SERVICES BOARD

TUESDAY, MARCH 4, 11:00 A.M.

JUDGE WELSH HEARING ROOM

MINUTES

Present: Steve Melamed, Chairman; Barbara Rushmore, Vice Chairman; Peter Bez; Rose Basile; Pasquale Natale; Michael Van Belle

Staff: Michelle Jarusiewicz, Pat Fitzpatrick, Pam Hudson

Others: Candy Silva, Recreation Commission, Rob Tosner, Executive Director, Provincetown Business Guild

Absent: None

Steve Melamed called the meeting to order at 11:05 A.M.

Mr. Melamed asked Barbara Rushmore to look into the issue of previous minutes that have not been filed with the Town Clerk's office. Pat Fitzpatrick said that she has subsequently submitted some of those minutes electronically. She also announced that Pam Hudson is to take minutes from this meeting forward, for all regularly scheduled meetings.

Mr. Melamed clarified that the so-called \$350,000 one-time budget "surplus" is not in fact a surplus, but rather an amount redirected from a previous year's budget to the 2004 budget. He said that the BOS agreed on December 3, 2002 to the spending of \$250,000 of these funds and to maintaining \$100,000 in reserve.

The Visitor Services Board has asked Senator O'Leary's office for an interpretation of the status of these funds through Brooke Couch, Aide to Senator O'Leary.

Mr. Melamed stated that the Town has been very cooperative with the VSB this year and has left the basic working budget in place as of this date. That budget has been voted at the BOS meeting of December 12 and is in the warrant.

Ms. Jarusiewicz presented staff recommendations totaling \$165,000.

The VSB on February 10, in the presence of the Town Manager advised that they are not in agreement with the re-apportionment. The BOS has requested that the VSB give input as to how the VSB would like to see the remainder of the funds used.

The Town Manager suggested that the VSB approve the use of \$165,000 as follows:

Walking Trail:	67,500
Waterfront Park:	77,500
Provincetown Theater Co.	20,000

leaving a surplus budget of \$28,127. (Please see attached memo of February 28, 2003)

The fact that the VSB is being asked to make recommendations is considered to be a very positive step in the VSB's relationship with the Town. However, there remains an issue of how the funds are to be formally returned.

Peter Bez moved, and Barbara Rushmore seconded, that the VSB recommend that the entire \$350,000 be spent as previously recommended. Passed: 6 – 0 – 0

Barbara Rushmore recommended that \$5,000 go to the Aids remembrance, \$10,000 to Art in Public Places, and \$5,000 to a Skate Board Park. Discussion ensued.

Candy Silva of the Recreation Commission was recognized. She requested that the VSB recommend a one-time capital expenditure of \$15,000 to complete a Skate Board Park. The Recreation Commission has raised 25,000 to date and is asking \$50,000 from Town Meeting. She submitted a memo outlining her request, which is attached.

Steve Melamed asked what the Recreation Commission's plan would be if the Town does not approve the \$50,000 at Town Meeting. She indicated that further fundraising would be necessary.

Rob Tosner, Executive Director of the PBG, was recognized. He read a statement regarding the lack of recognition by the general public of how the room tax is actually used and that 55% of the tax already goes to the Town's General Fund.

Mr. Tosner also stated that he would be bringing an article to Town Meeting regarding decorating for the holidays.

Discussion of the recommended use of the \$193,000 continued.

Barbara Rushmore moved, and Mr. Melamed seconded, that the VSB consider the skateboard park as one of the items for funding. Did not pass: 2 – 4 – 0

Further discussion ensued, during which Ms. Jarusiewicz cautioned that \$193,000 is the maximum amount available and that it would be prudent to leave a cushion rather than allocating the entire amount.

Barbara Rushmore moved, and Mr. Melamed seconded, that the following expenditures be recommended:

Walking Trail	67,500
Waterfront Park	77,500
Aids Memorial	5,000
Art in Public Places	10,000
Theater Co.	20,000
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Total Expenditure	\$180,000

Passed 5 – 0 – 1

Mr. Melamed reported that he had had a series of meetings with the PBG and the Chamber of Commerce to discuss perception issues RE the VSB. The result of the meetings was that these issues should be dealt with, and that consistent representation of the Chamber on the VSB is desirable.

Pat Fitzpatrick then presented the Tourism Director's Report:

1. A new calendar of events is now available. There are a limited number of full color posters and plenty of small-format calendars available. Rose Basile requested that 200 more full-color calendars be printed.
2. She is planning to attend the G&L Trade show in New York from March 20 – 23. She has chartered a bus and seats are available to all at \$99 round trip. There are also hotel rooms available at a reduced rate. Please call the Tourism office for further information. She will be holding a "stuffing party" on Saturday, March 8 to assemble handouts from Provincetown businesses. All are encouraged to contribute their promotional materials and pitch in on this effort.
3. She has engaged in discussions with the American Bus Assn., and is working on a new promotion called "Wake up in Provincetown".
4. She is looking into Brazil as new market.

Barbara Rushmore, as a member of the shuttle committee, reported on the confusion surrounding how Provincetown is assessed for shuttle services. She requested that the VSB ask for clarification. Mr. Melamed asked that a letter be written to Don Richards asking him to attend the next VSB meeting.

The next meeting will be held on Tuesday, April 8, 2003.

Pasquale Natale moved to adjourn. The meeting was adjourned at 1:00 P.M.