

MEETING OF THE VISITOR SERVICES BOARD
TOWN HALL AUDITORIUM
NOVEMBER 18, 2003, 11:00 A.M.

Present: Steve Melamed, Barbara Rushmore, Lynne Davies, Mick Rudd, Rose Basile, Pasquale Natale

Absent with excuse: Michael Van Belle

Staff: Patricia Fitzpatrick, Tourism Director; Pam Hudson, Administrative Assistant; Michelle Jarusiewicz, Acting Assistant Town Manager; Mark Latour, Deputy Director of Community Development

Others: Candice Collins-Boden, Provincetown Chamber of Commerce; Mark Silva and Stacy Deering, Great Schooner Regatta; Joan Lenane, Provincetown Banner; Suzanne Grout Thomas, Outer Cape Chorale

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

1. Tourism Director's report: see attached. In addition, Ms. Fitzpatrick reported that she had attended a recent PBG meeting at which the visioning process was discussed. She reiterated that the only hard facts available regarding the economic impact of tourism on the Town are the rooms tax receipts and the parking receipts. Mr. Melamed, who was also present at the PBG meeting, stated that it was the intention of the PBG to have a survey on tourism income done and have it paid for by the Town (not the Tourism Fund).
2. Minutes of October 14, 2003: Mr. Melamed pointed out that the decision to proceed with the principal of level funding was a vote, as opposed to a general agreement. **Mr. Natale moved and Ms. Rushmore seconded that the minutes of October 14 be accepted as amended. Passed 5 – 0 – 2**
3. 5-Year Plan: Michelle Jarusiewicz reported that that Board of Selectmen had tabled the 5-Year Plan contingent on a joint meeting with the VSB on December 2nd at 6 P.M. She suggested that the VSB go along with staff recommendations to increase funding for fireworks, stating that the BOS would like to see an increased fireworks display.

Ms. Collins-Boden stated that she would rather see Tourism Fund money going to bring in tourists in the off-season than to augment the fireworks display.
4. Grant Guidelines: There was discussion as to the deadline for submission of applications for Tourism Fund Promotional Grants. **Mr. Rudd moved and Ms. Davies seconded that the deadline be advertised as December 31st and further, that late applications be considered by the Board only after the first round of decisions have been made. So voted 6 – 0 – 1**
5. Application of the REP for a Christmas concert: **Ms. Davies moved and Mr. Rudd seconded that the REP's Sasha Lazard concert be funded for \$1,000. Passed 6 – 0 – 1**
6. Agenda Item: Ms. Rushmore requested that the procedure for municipal grants be put on the agenda for the next meeting.
7. Outer Cape Chorale: Suzanne Grout Thomas presented an application for additional funding for the Outer Cape Chorale's Holiday Concert. **Ms. Basile moved and Ms. Davies seconded that a promotional grant not to exceed \$750 be awarded to the Outer Cape Chorale to cover up to 50% of the advertising expenses for the holiday concert. Passed 6 – 0 – 1**
8. Mr. Melamed noted that the line items in the 5-Year Plan for local advertising have been redirected to general advertising.
9. Great Schooner Regatta: Mr. Silva presented the final financial accounting for the Great Schooner Regatta event. The VSB congratulated him on a successful event, and encouraged him to continue it in the coming years.

10. Mr. Natale asked Mr. Silva whether the Portuguese Festival Committee had a preference as to whether the Birdman event coincided with the Portuguese Festival. Mr. Silva indicated that the preference of the Portuguese Festival was that Birdman be held on a different weekend.
11. It was noted that final reports have been received from the Provincetown Theater Company for the Fall Playwrights' Festival, and from the Names Project for the AIDS quilt display.
12. Ms. Lenane was recognized. She asked that, when deciding on their advertising budget, the VSB take into consideration the value of the Banner in reaching non-residents with subscriptions, as well as new residents.

Mr. Melamed requested an agenda item or the next meeting on the focus of the marketing budget.
13. **Community Development:** Mr. Latour explained that the state requires all Towns to put together a community development plan, and that the areas of affordable housing, open space economic development and transportation be given extra thought.

Open Space: Four members mentioned that the National Seashore is our open space, and therefore the issue of open space is not a high priority for the Town.

Transportation: Three members expressed a need to make it easier for visitors to get to Provincetown without their cars. Ms. Basile suggested a year-round jitney service that would operate a similarly to the Shuttle. Mr. Melamed suggested a year-round shuttle service in conjunction with other lower-Cape towns.

Economic development: Three members mentioned that there is not enough incentive or support for small year-round businesses. Ms. Rushmore suggested that the Town should allow people to run small businesses from their homes.

Mr. Natale would like Provincetown to be known for its fabulous galleries and performing arts.

Ms. Basile stated that "we are a summer resort and a small winter haven" and that she would like that to continue. We should foster a friendlier atmosphere by doing things like cleaning the streets and sidewalks and requesting that the bank and post office not chain their parking lots. She felt that the walking trail will be a big boon.

Mr. Melamed suggested that season rentals pay rooms tax. He also said that we must stop trying to classify, or "pigeonhole" our tourists. Many visitors have multiple interests and choose Provincetown because it is multi-faceted. He feels that the VSB is doing a good job in supporting events.

Ms. Davies suggested that, as a seaside resort, we should take a more creative approach to the "marketing" of our waterfront area.

Affordable housing: Mr. Rudd suggested that there is a connection between the need for affordable housing and a need for year-round jobs. Mr. Melamed suggested that employees of seasonal businesses should be able to budget their income in order to live in affordable housing.

Ms. Rushmore suggested that single-family homeowners be allowed to create one rental unit in their homes. This would serve the dual purpose of increasing the stock of rental units and allowing homeowners to keep up with the increasing property tax burden.

Other suggestions included a tax surcharge for the preservation of historic buildings, the need for a Town archivist and the need for firebreaks such as Lopes Square in the downtown area.

The meeting was adjourned at 1:30 P.M.