

FINAL
Revised (8/7/02)
PROVINCETOWN VISITOR SERVICES BOARD
MEETING MINUTES
JULY 9TH, 2002

Location: Judge Welsh Room – Town Hall

Present: Steve Melamed, Chairman, Barbara Rushmore, Vice-Chairman, Patrick Casey, Joan Lenane, Rob Tosner, Michael Van Belle

Others Present: Candice Collins-Bodin representing the Chamber of Commerce, Michelle Jarusiewicz, Grant Administrator, James Mack, representing the Beautification Committee, Steven Roderick, representing the Fall Arts Festival Committee and John Thomas as a member of the public

Absent: Patricia Fitzpatrick, Tourism Director, (on vacation), Rose Basille (excused)

CALL TO ORDER: 11:07 a.m.

FALL ARTS FESTIVAL COMMITTEE - REQUEST FOR FUNDING

Steve Melamed, VSB Chair, invited Steve Roderick of the Fall Arts Festival Committee, to present the new Fall Arts Festival Proposal. Steve Roderick outlined the dates of the Festival saying that the Festival was scheduled to take place over four weekends beginning the weekend of September 19th, 2002, and continuing the subsequent weekends thereafter, September 26th, October 4th and October 11th. He then reviewed past Fall Arts Festival committees and procedures. He explained how this years committee had been reorganized to incorporate more of the arts oriented business community and business community-at-large, in an effort to establish better working procedures for the festival. He also outlined some of the planned events within the festival.

He next outlined how the budget was being utilized, and discussed how the \$31,450 slated to produce the festival was going to be apportioned.

Rob Tosner asked what the Committee's advertising plan was. Steve outlined 10 local and regional publications. He also said that they would be distributing 7000 copies of the festival guide Cape wide prior to their first weekend, and would distribute inserts pertinent to the festival prior to subsequent weekends.

Steve Melamed asked if the festival programming was definitive. He said that in the past it seemed that grant money had been used arbitrarily, and requested that the Committee send a letter to the VSB indicating how grant money was going to be dispersed. He also asked if the Committee could reach out to the profit side of the community for additional assistance in creating production funds. Steve Roderick said that the Committee had met with gallery owners who have donated space to produce the festival, and that things were moving toward in creating more of a cooperative environment between the Committee and the business community-at-large. He suggested that the Committee was trying to create a Festival which represents Provincetown as an art colony and not specifically a "Not-For-Profit" art colony.

The VSB concurred that the overall presentation made by Steve on behalf of the Fall Arts Festival Committee was good and that their request for \$13,000 was acceptable.

Rob Tosner motioned and Michael Van Belle Seconded to grant the Fall Arts festival \$12,000. The vote was 5-0-1.

BEAUTIFICATION COMMITTEE REPORT

Steve Melamed next invited James Mack of the Beautification Committee to address the Board. He asked how the \$10,290 granted to the Committee had been utilized. James Mack said that the main focus had been the renovation of the Bas Relief Memorial. He discussed how the money had been dispersed pertinent to the Memorial itself, as well as plantings done in the Memorial area as well as at Lopes Square, the U.S. Post Office, and the Waterfront Park. Discussion ensued as to whether the Board had over-budgeted pertinent to recommendations made by the Beautification Committee. Barbara Rushmore discussed the overall work done by the Committee. Discussion ensued pertinent to fencing and plantings at the Wharf. Barbara also brought up the issue of the sewer project and how it had destroyed the foliage. She suggested that the Committee recreate the foliage. She also suggested that there should be a public hearing to generate ideas from the public as to how to dress up the leech fields., but that the direction of recreating the foliage should be under the auspices of the Beautification Committee. Discussion ensued.

Barbara then brought up the issue of the School Street Fencing project and asked Michelle Jarusiewicz if funds had been encumbered to proceed with the project. Michelle asked the Board to vote to amend the School Street Fencing and Third Barrel Pick-up, to switch the funding resources for cleaner accounting purposes. Rob Tosner made a motion and Joan Lenane seconded this issue. The vote was 5-0-1.

TOURISM DIRECTOR'S REPORT

No report was given at this meeting.

APPROVAL OF MINUTES

Rob Tosner moved and Barbara Rushmore seconded to approve the minutes of June 11th as submitted. The vote was 5-0-1.

GRANT ADMINSTRATOR'S REPORT

Michelle Jarusiewicz presented a Finance Report to the Board. She said that the numbers for Fiscal Year 2002 were not final and would give a final report as soon as they were in place.

TOWN LANDING SIGNAGE

Joan Lenane apprised the Board that the Harbor Committee's request for the creation of new Town Landing signage had been approved by the BOS for the amount of \$2,730, and that the signage would incorporate the VSB logo pertinent to the May minutes.

JOAN LENANE'S RESIGNATION FROM VSB/CONFLICT OF INTEREST

Joan Lenane has decided of her own accord to resign from the VSB. Rob Tosner read a statement pertinent to Joan's resignation as it pertains to perceived conflict of interest, which was as follows:

" I think it is most unfortunate for the VSB and the Town to lose such a hard working, knowledgeable, and detail oriented member such as Joan Lenane. Joan's stated reason for resigning from the Board does give me concern that we (the members of the Board) should be reviewed for potential conflict of interest. Given the great deal of local press attention, the heightened interest in the funds we expend (particularly in the coming year), and the ever increasing need for tourism advocacy in Town Hall, the makeup of the VSB cannot be called into question. Let Town Council do their review and if there are members who are deemed to have a potential conflict of interest, then relief, if desired, can be sought from the Board of Selectmen. I feel strongly that the VSB should be comprised of members who are knowledgeable and involved in Tourism, and therefore relief will likely be necessary and should be granted by the BOS. As an aside, this situation is not unique to the VSB, and this undertaking should be done for all Town boards.

Therefore I move that Town Council be requested to review each member of the VSB for potential conflict of interest. This information should be provided to each individual member so that he or she could request relief from the BOS or resign from the Board."

Discussion ensued. Steve Melamed brought up the point that the in Town Council's opinion, the VSB is a "recommending" Board and not a "final decision" Board and that the integrity of the conflict of interest laws did not fall into this vernacular. Further discussion ensued pertinent to the Town Manager meeting with each member to discuss possible conflict of interest. The motion was seconded by Michael Van Belle. The vote was 5-0-1.

Candy Collins-Bodin stated that Joan had been an asset to the Board on behalf of the Chamber of Commerce and that she would soon be making a recommendation to the BOS pertinent to a replacement member. Steve Melamed also thanked Joan on behalf of the entire Board.

\$350K NON-BUDGETED FUNDS

Steve Melamed brought up the issue of the \$350K VSB non-budgeted funds available for Fiscal year 2003 and beyond. A public hearing was scheduled for September 18, 2002, to have individuals and groups come before the Board with proposals.

TOWN MANAGER'S MEMORANDUM

Steve Melamed addressed a memorandum from the Town Manager pertinent to the creation of a Department of Community & Economic Development. He suggested that the Board have a public meeting to discuss this memorandum, and one was scheduled for July 16th at 11:00 a.m. Discussion ensued.

HERITAGE MUSEUM

Joan Lenane brought up the issue of cleaning up the garden area during construction on the museum and the Board concurred. No further discussion ensued.

Rob Tosner moved to adjourn the meeting. The meeting adjourned at 12:50p.m.

Respectfully submitted,

Stefanie Sanev
Recording Secretary