

DRAFT
PROVINCETOWN VISITOR SERVICES BOARD
MEETING MINUTES
September 10, 2002

Location: Judge Welsh Room – Town Hall

Present: Steve Melamed, Chairman, Barbara Rushmore, Vice-Chairman, Rob Tosner, Patrick Casey, Steve Roderick

Others Present: Patricia Fitzpatrick, Tourism Director, Candice Collins-Bodin representing the Chamber of Commerce, Michelle Jarusiewicz, Grant Administrator

Absent: Michael Van Belle, Rose Basille, (excused absences)

CALL TO ORDER: 11:07 a.m.

Steve Melamed asked the Board for a moment of silence in memory of September 11th.

Steve then asked Steve Roderick to make a statement as a member of the public on behalf of the Fall Arts Festival, prior to commencing the meeting.

Steve Roderick made his statement, which is a matter of public record and on file with the Town Clerk as an attachment to this set of minutes, pertinent to the progress of the Fall Arts Festival, and where the Committee stands in organizing the event to date. He handed out the final schedule of events. He next told the Board that an error had been made in printing the Festival Guide, stating that the VSB logo had been omitted and that the Festival Committee would not utilize any VSB grant funds in paying for this booklet as allocated, due to this error. He stated that all other materials pertinent to the Festival did contain the logo.

The Board suggested that since the brochures were already printed and ready for distribution, the Festival Committee produce an insert for local distribution only, as an offset to this error. Steve said he would take this recommendation back to the Festival Committee.

GENERAL BUSINESS & MINUTES

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➤ Steve Melamed read a list of grant recipients who had submitted their final reports which included:

- Provincetown International Film Festival
- Pilgrim Monument Climb
- Outer Cape Choral, including a request for final funding
- Composer's Festival
- Cabaret Festival (At Last Productions)

He also told the Board that Andrew Haines of the Bridge Tournament had returned \$500 which was re-applied to the budget, due to not finding a venue large enough to facilitate the event.

➤ Tourism Director, Patricia Fitzpatrick requested an updated list of addresses from the Board for her database.

➤ Steve Melamed asked the Board to approve the minutes of August 6, 2002. They were approved with two minor spelling corrections to be resubmitted to the Town Clerk upon correction, moved by Barbara Rushmore, seconded by Rob Tosner, the vote was 4-0-0-0.

TOURISM DIRECTOR'S REPORT

Patricia Fitzpatrick distributed a written report. She discussed the Town's plans for a memorial service entitled "Keep The Flame of Liberty Alive", to be held on September 11 at 6:00 p.m. She discussed what the service would entail and what events were slated to happen during this memorial.

She next discussed an event slated for September 15, "Coast Guard Appreciation Day", in honor of the local Coast Guard and all they have done for the town.

She next introduced the idea of bringing the organizers of a professional Drum & Bugle Corps to Provincetown to discuss with the VSB producing an event in connection with a convention the organizers wanted to hold sometime in 2003. The convention would book a maximum of 600 rooms and the organizers would hold some type of party for locals and others to attend the night prior to their event. Discussion ensued and the Board agreed to meet with the organizers, moved by Rob Tosner, seconded by Patrick Casey, the vote was 4-0-0-0.

She then discussed a meeting she had with an organization in Key West who would like to host this years' Resort Communities Summit. The Board discussed the pros and cons. Steve Melamed brought up the issues of a refund due to the VSB, of money earned at the last Summit,

which he felt had been misapplied by the Director of Municipal Finance, and asked Michelle Jarusiewicz to reapply it to the budget. Discussion ensued. Michelle said she would collect the data and make a report to the VSB.

The rest of the report is a matter of public record, and is on file with the Town Clerk as an attachment to these minutes.

REVIEW OF 5-YEAR PLAN

The Board next reviewed a draft of the Five Year Plan distributed at the last meeting. Steve Melamed suggested that the Board vote to separate the Budgets as they had been in the past, instead of integrating them as they were in the new plan. Discussion ensued. No motion was made. They next discussed several areas of the Plan as follows:

Steve Melamed suggested that the verbiage "establish and maintain" be eliminated from the entire document so as to provide flexibility in establishing percentages. Michelle Jarusiewicz discussed the procedure with the Board and how the percentages had been created. Barbara asked the board if the amount suggested for FY 2004 should be changed.

SHUTTLE COSTS

Barbara next brought up the issue of the shuttle, and how she feels it is over-financed. She also brought up the fact that the CCRT had not issued any reports to the Board as they are supposed to do, and that it was difficult to gauge what the proper number should be without the reports. She suggested that the allocated amount should be reduced to \$45,000. Steve Melamed brought up the fact that the cap from last fiscal year was \$50,000. He suggested that getting the costs for the shuttle without facts about rider-ship from the CCRT, makes it difficult to reach an accurate amount pertinent to this item. Steve Roderick brought up the issue of the 2.5% increase per year and suggested that a recap from the CCRT was in order. Michelle Jarusiewicz discussed how her office receives reports, and the fact that reports were not received concurrent to when the Plan was originally created. Discussion ensued.

Steve Melamed offered a suggestion to maintain the budget of \$50,000 and the 2.5% increase with a contingency to keep \$8,750 as free floating funds in the event this money was needed in the future. Michelle suggested that this money was already allocated for other services. Discussion ensued. The decision was to put the amount of \$51,250 into the budget as suggested, with an addendum once all information is in place, if necessary.

MUNICIPAL PROJECTS

Barbara suggested that \$10,000 be allocated for creation and maintenance of curbs and sidewalks in the downtown area. She also suggested that each year the amount should vary. Discussion ensued.

Discussion then switched to third barrel pickup. Michelle discussed the process and staff issues, which had been problematic throughout this fiscal year. Michelle said she would get a follow up report. Discussion ensued. Rob Tosner suggested changing the verbiage to "adding Memorial Day Weekend and beginning the third week of June". Discussion ensued.

PUBLIC RESTROOMS

Steve Roderick brought up the issue of the allotted \$52,000 for extended hours on public restrooms. He also stated that most often the restrooms were closed. Patrick Casey asked why the restrooms in Town Hall were closed during concerts and events. Discussion ensued. It was suggested that signage should be made with directions for the public during events to other facilities.

Steve Roderick brought up the issue of a suitable rate of pay to be able to maintain a custodian. The Board discussed looking at existing facilities, and freezing the funding to see how the allocated funds could be utilized to maximum effort. Discussion ensued.

PROMOTIONAL PROJECTS

Steve Melamed recommended that the \$101,328 allocated be raised to \$115,000. Patricia suggested that the \$5,000 being allocated out of marketing to Campus Provincetown should not be on going due to the fact that their organizational structure shifts. Rob suggested allocating this amount to the Chamber and the PBG since these structures were in place and consistent in the services they provided. Discussion ensued.

It was recommended that \$135,000 be allocated for marketing with the removal of Campus Provincetown from this category, and \$120,000 be allocated for promotions, placing campus Provincetown in this category.

Patrick Casey moved to adjourn the meeting at 1:30pm.

Respectfully submitted,

Stefanie Sanev
Recording Secretary