

TOWN OF PROVINCETOWN

VISITOR SERVICES BOARD

MEETING MINUTES OF MARCH 20, 2001

Meeting Held in Judge Welsh Room, Town Hall

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Members Present: Steve Melamed (Chair), Barbara Rushmore (Vice-Chair), Dana Henricksen, Joan Lenane, Hunter O'Hanian (arrived at 11:10 AM).

Members Absent: Rob Tosner, Rose Basile (both excused)

Others Present: Pat Fitzpatrick (Tourism Director), Michelle Jarusiewicz (Grant Administrator), Dale Fanning (Heritage Museum Director), Chuck Turley (Pilgrim Museum Director), Bob Harrison (Chamber of Commerce), Sarah Peake (Women Innkeepers), Rachel Crosby (Recording Secretary)

Call to Order: Chair Steve Melamed called the Meeting to order at 11:05 A.M.

REGULAR MEETING

PUBLIC STATEMENTS – None

APPROVAL OF MINUTES

February 8, 2001 – *Dana Henricksen moved to approve as written, Barbara Rushmore seconded and it was so voted, 3-0, 1 abstain (Joan Lenane).*

May 9, 2000 – *postponed until reconstructed by Steve Melamed.*

Hunter O'Hanian arrived at 11:10 AM.

FUNDS FOR STUDY OF HERITAGE MUSEUM & MONUMENT MUSEUM MERGER

Mr. Bergman distributed and discussed his memo to the Board, dated February 28, 2001. The Town is asking to reallocate \$14,500 from money set aside for the Shuttle Subsidy for the purpose of partially funding a feasibility study on a merger of the Heritage and Provincetown Museums. Total funds required for the Study are estimated to be \$50,000-60,000. The Town has been awarded an \$18,000 grant from the Barnstable County license plate fund and has an approximate total of \$37,800 committed to fund the Study. The \$14,500 from the Shuttle Subsidy would allow the Town to enter into contract with Tappe Associates, the successful bidder in the merger study RFP. Mr. Bergman briefly explained how the merger might work, including a list of other organizations that might eventually participate in the use of the space. The Board of Selectmen have endorsed the merger, as well as the Heritage Museum Board and other interested parties.

Hunter O'Hanian recused himself from the discussion to avoid an appearance of a conflict-of-interest. Barbara Rushmore said she would not recuse herself because she did not believe she had a conflict.

In response to a question from Dana Henricksen, Mr. Bergman explained the possible eventual financing arrangements for the merger itself.

Chuck Turley spoke favorably about the merger, listing several possible service and physical improvements and other positive aspects. Dale Fanning pointed out that the collections of the two museums parallel each other and that combining them would create an enormous resource. The new facility would enhance the curator(s) ability to preserve the collections. Joan Lenane asked who would own which items in the combined collections and Mr. Bergman responded that the Town was currently looking into issues of governance and relative ownership. Mr. Bergman also briefly discussed how ownership of any new capital improvements might be arranged. Mr. Turley said the merger would present the Monument and Museum with the opportunity to redefine itself as an organization.

Dana Henricksen asked about the contract negotiations with Tappe, especially concerning the need for an economic impact study. Mr. Bergman agreed that an economic study was a definite necessity, but might be funded from other

sources than those proposed for the Tappe feasibility study. Mr. Bergman raised the possibility that the Town might need additional funds to pay for all the recommended preliminary services. He referred to an upcoming Town Meeting article that would make an additional \$35,000 in Tourism Funds available as soon as April 2001.

In response to a question from Ms Rushmore, Mr. Bergman confirmed, with several caveats, that with a total of \$50,000 he could go ahead and finalize the contract with Tappe. Ms Rushmore then suggested allocating \$12,200 to the Study to bring the total funding to \$50,000. Mr. Bergman suggested that the Town Meeting article for additional \$35,000 in Tourism Fund monies provided a fall-back strategy. Ms Rushmore reiterated her reasons for limiting the allocation to \$12,200, stressing that the calculation of the unspent Shuttle Subsidy was not yet final and the Board might be faced with a financial shortfall by allocating the entire \$14,500.

In response to a question from Steve Melamed, Mr. Bergman explained why the funds could not be taken from other Tourism Fund appropriations. Steve Melamed commented that he felt that a member from the Visitor Services Board should be made part of the ad-hoc group discussing the merger.

Dana Henricksen reviewed the reasons why the original request for the transfer of funds had been voted down by the Board, emphasizing the need for the Board to be included in all aspects of all public tourism initiatives in Provincetown.

Dana Henricksen moved to approve the reallocation of \$14,500 in unspent Shuttle Subsidy funds to be used to partial fund the feasibility study on the merger of the Heritage and Provincetown Museums, Joan Lenane seconded. Joan Lenane suggested that the amount be limited to the difference needed to reach a total of \$50,000, with the condition that the Town could come back later to the Board with a request for additional funds to pay for the economic impact study.

Dana Henricksen amended the motion to change the amount reallocated to \$12,200, Joan Lenane seconded the amendment. Mr. Bergman reconfirmed that he could get the contract with Tappe signed for \$50,000, but that he would probably be back with additional requests.

The amendment passed by a vote of 4-0.

Dana Henricksen then amended the main motion to invite the Town to return to the Board in the future with requests for additional funds, particularly those needed to fund the economic impact study, Ms Rushmore seconded and the amendment passed by a vote of 4-0

The main motion, as amended, passed by a vote of 4-0.

Ms Rushmore moved to appoint Joan Lenane to the ad-hoc group discussing the merger of the Heritage and Provincetown Museums, Dana Henricksen seconded and it was so voted, 4-0.

Hunter O'Hanian returned to the table.

FALL ARTS FESTIVAL REPORT

Rena Lindstrom appeared to provide additional information on the 2000 Fall Arts Festival. Ms Lindstrom read from and discussed a report she had previously presented to the Board. She mentioned several possibilities for improving the Festival and associated promotional events. Pat Fitzpatrick said that the Board and the Tourism Office planned to do a survey of all lodging accommodations to see how special events like the Arts Festival positively impacted the tourism business. Hunter O'Hanian suggested also trying to track increased business at restaurants and retail stores. Steve Melamed said that there appeared to have been a shortfall of Festival schedules and recommended better distribution in restaurants. Ms Lindstrom explained how the Festival schedule had been distributed and advertised. She referred to Cape Cod Commission report on transportation and other business activity data. Hunter O'Hanian suggested collaborating with the PBG or other local organization to apply to the Barnstable County license plate fund for a grant to fund a study to capture the local economic and tourism data. Steve Melamed mentioned that American Express is currently providing participating businesses with a breakdown of the regional location of the persons using the American Express card. Pat Fitzpatrick agreed to contact American Express to see if that data could be provided for the Town as a whole. Hunter O'Hanian suggested launching a town-wide initiative to gather zip code information.

REQUEST FOR LATE CONSIDERATION OF FUNDS FOR WOMENS WEEK GRANT

Sarah Peake appeared to explain why the request for funds was late. She said that Women Innkeepers is asking for \$2,000 in a Tourism Fund grant to help fund Women's Week, stating that attendance and revenues for the event appeared to be decreasing somewhat. The \$2,000 would be used to pay for additional advertisements in Bayview Windows Magazine in the autumn. Pat Fitzpatrick reported that, at a recent Gay & Lesbian convention in NYC, many of the questions were for information about Women's Week. Michelle Jarusiewicz confirmed that there were funds available to fund the request. Steve Melamed said that one of the conditions of the Tourism Fund Grant program was

that all members of the general public had to be made welcome at all events. Ms Peake responded by saying that many local members of the non-lesbian community have attended Women's Week events and that the organizers would not turn anyone away.

The Board discussed whether any special action needed to be taken because the request was late and agreed, by consensus, that their rules and procedures allowed them to grant such requests. *Ms Rushmore moved to grant the request from the Women Innkeepers in the amount of \$2,000, Dana Henricksen seconded and it was so voted, 5-0.* Michelle Jarusiewicz reviewed the steps that still needed to be followed before any of the grants received final approval by the Board of Selectmen and Town Meeting.

Hunter O'Hanian left the meeting at 11:40 P.M.

TOURISM DIRECTOR'S REPORT – Pat Fitzpatrick referred to and discussed her February Tourism Director's Report dated March 6, 2001, including:

- Thank you notes from the Great Music Series and Fantasia Fair.
- Amazing response at the Gay and Lesbian Convention in Javitz Center in NYC. Over 2000 people submitted written entries for the contest.

In response to a question from Joan Lenane, Pat Fitzpatrick reported on her meeting with the Finance Committee, saying that there had been many questions about the Marketing Budget. Joan Lenane asked that Board members be made aware of such meetings in advance.

FUNDS FOR STUDY OF HERITAGE MUSEUM & MONUMENT MUSEUM MERGER (cont.)

Mr. Bergman presented the Board with a request for additional funds.

Dana Henricksen moved to allocate an additional \$2,247 from the Shuttle Subsidy to the funds to be used for the Heritage and Pilgrim Monument Museum feasibility study, Steve Melamed seconded, and it was so voted, 4-0.

MISCELLANEOUS

- Steve Melamed recommending sending thank you letters to all persons who participated in the NYC Gay and Lesbian Convention booth and Pat Fitzpatrick said she had already drafted such a letter.
- Joan Lenane reported on her recent visit to South Beach, Florida, stating she only saw one piece of litter and lots of trash receptacles.

BARBARA RUSHMORE REPORT ON CONFLICTS OF INTEREST

Ms Rushmore said that the State Ethics Commission had received a complaint about her serving on various Town Boards and Committees and explained how one should avoid conflicts-of-interest by notifying the appointing authority of all one's affiliations. The Board discussed how to handle the potential for such complaints, including utilizing Town Counsel for a legal opinion. Ms Rushmore said she would consult with the Town Manager on how to proceed.

OLD BUSINESS – none

CLOSING STATEMENTS

- None

ADJOURNMENT

Dana Henricksen moved to adjourn at 12:58 P.M. and it was so voted unanimously.

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These minutes were approved by a vote of the Provincetown Visitor Services Board at their meeting on _____, 200__

Respectfully Submitted:

Visitor Service Board Signature Title

Rachel T. Crosby, On-call secretary