

# TOWN OF PROVINCETOWN

## VISITOR SERVICES BOARD

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### MEETING MINUTES OF MAY 1, 2001

#### Meeting Held in Second Floor Auditorium, Town Hall

**Members Present:** Steve Melamed (Chair), Dana Henricksen, Joan Lenane, Rose Basile, Hunter O'Hanian, Barbara Rushmore (Vice-Chair – arrived at 11:06 AM)

**Members Absent:** Rob Tosner

**Others Present:** Pat Fitzpatrick (Tourism Director), Mr. Bergman (Town Manager), Michelle Jarusiewicz (Grant Administrator), Dale Fanning (Heritage Museum Director), Chuck Turley (Pilgrim Museum Director), Candice Collins-Boden (Chamber of Commerce), Rachel Crosby (Recording Secretary)

**Call to Order:** Chair Steve Melamed called the Meeting to order at 11:00 A.M.

### REGULAR MEETING

**PUBLIC STATEMENTS –** None

#### TOWN MANAGER REQUEST

Mr. Bergman appeared to request \$7600 previously committed by the Visitor Services Board for the Museum Merger impact analysis, referring to his memo with attachments, dated April 19, 2001, with the subject "Museum Merger Feasibility Study Project Team Meeting, May 3, 2001 at 2:00 PM." Mr. Bergman also referred to an additional future request for funds for trash barrels. Mr. Bergman explained how unspent FY 2001 funds would be encumbered and made available for various future projects. *Dana Henricksen moved to approve the request for \$7600 to fund the Museum Merger Feasibility Study, Joan Lenane seconded and it was so voted, 5-0.*

Barbara Rushmore arrived at 11:06 AM

#### APPROVAL OF MINUTES

**March 20, 2001 –** *Barbara Rushmore moved to approve as written, Joan Lenane seconded and it was so voted, 5-0, 1 abstain (Rose Basile).*

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

**TOURISM DIRECTOR'S REPORT –** Pat Fitzpatrick referred to and discussed her April Tourism Director's Report, dated May 1, 2001, with the Board, including:

- Canadian Travel Expo – prospects for positive results are limited due to dollar exchange rate. Tourism Office may not attend future Expos, but will send materials.
- Lodging Establishment Survey – has been and will be distributed widely and appears to be generating a good response so far.
- The Board discussed the use and wording of a weekly "place-holder" advertisement in the Provincetown Banner. The ad is paid for out of the Marketing portion of the budget. In response to a question from Dana Henricksen, Pat Fitzpatrick said that there was a long-term advertising plan for the use of the Tourism Funds.

#### OLD BUSINESS –

- Barbara Rushmore praised Pat Fitzpatrick for a recent article in the Cape Cod Times on the arts scene in Provincetown.

