

TOWN OF PROVINCETOWN

VISITOR SERVICES BOARD

MEETING MINUTES OF APRIL 18, 2000

Meeting Held in the Auditorium in Town Hall

The following minutes are available on-line as a service and are not the official record due to changes in formatting for the Internet. The minutes may have attachments that are not included here in this format. The official, complete paper copy can be viewed during regular office hours, Monday - Friday: 8 a.m. to 5 p.m. in the Office of the Town Clerk, 260 Commercial St. Provincetown, MA 02657.

Members Present: Steve Melamed (Chair), Rob Tosner, Barbara Rushmore, Joan Lenane, Dana Henricksen

Members Absent: Kay Halle, Hunter O'Hanian

Others Present: Patricia Fitzpatrick (Tourism Director), 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

March 28, 2000 – *Barbara Rushmore moved to approve as written, Dana Henricksen seconded, and it was so voted, 5-0.*

GENERAL DISCUSSION

- Michael Hattersley appeared to discuss the Campus Provincetown grant application (for \$5,000). Mr. Hattersley reported on other funding received by Campus Provincetown and said that it was important that Campus Provincetown be able to indicate on grant applications that it also receiving local support. Mr. Hattersley also discussed the organization's publicity campaign and will provide the Board with a copy of the brochure with the Visitor Services Board logo on it.
- Ms Upsal-Ghee appeared and distributed materials on the Hawthorne School of Art.

OLD BUSINESS

1. Steve Melamed reported that the past weekend's Poetry Festival was very well received. Steve asked Patricia Fitzpatrick to ask Dennis Rhodes, one of the Festival organizers, to provide a report to the Visitor Services Board and that a copy of that report be sent to the Selectmen.
2. Steve Melamed provided a pre-event report on the CabaretFest and said that planning and pre-publicity was promising. Patricia Fitzpatrick reported on the difficulties the CabaretFest was having in establishing an arrangement with Bay State Cruises. The Board discussed the two cruise lines currently in the Provincetown market. Dana Henrickson suggested sponsoring a marketing seminar for all the transportation and public service companies serving the town. The Board discussed whether they could directly organize and fund such a seminar. Ms Fitzpatrick reported that she had put funds in the FY 2001 budget to pay for a professional speaker. The Board discussed opening up such a seminar to the general business and non-profit community. Dana Henricksen suggested forming a sub-committee to start organizing a seminar for this June. Dana Henricksen, Joan Lenane and Steve Melamed agreed to be on the sub-committee and agreed to meet on Monday, April 24th at 3:00 P.M.. Ms Fitzpatrick will compile a list of possible speakers for the seminar.
3. Steve Melamed repeated that there was an definite need to have a formal meeting with the Selectmen and emphasized that there be a clear agenda for the meeting. The Board reviewed a memo from Keith Bergman, dated April 12, 2000, concerning topics for a joint meeting. Ms Fitzpatrick explained that the form attached to the memo was developed by Town staff (primarily Mr. Bergman) as a result of the Tourism Budget discussions earlier this year. Dana Henricksen objected to the item on the form which apparently gives the Tourism Director the right to override the decisions of the Visitor Services Board. Steve Melamed discussed the need for the Board to reestablish its credibility. The Board discussed the scheduling of a joint meeting with

the Selectmen, created a written wish-list of all the issues to be discussed, and drafted a letter to be sent to the Selectmen.

- 4. The Board discussed the Cape Pride event and the increase in tourist business this spring. The Board also discussed having a daily weather forecast for use by businesses in planning, ordering, etc.
- 5. The Board discussed creating a common calendar of all events in Provincetown.
- 6. Rob Tosner distributed examples of laminated notices given to guests at his inn. The notices remind tourists of the need to conserve water and protect the environment. The Board discussed the tendency of tourists to take home as a souvenir any item mentioning Provincetown. Rob Tosner said he would look into having the notices reproduced in larger numbers for distribution in all lodging establishments.

NEW BUSINESS

- None.

MONTHLY RECAP OF ACTIVITIES FROM THE TOURISM DIRECTOR

- a. A British film crew was here to do documentary for the new Mayflower Steps in Plymouth, England. The Pilgrim Monument will be funding the new plaque at a cost of approximately \$4,000. A group of town and media representatives will be going to the ceremony.
- b. On April 27, five journalists are coming to town for a literary tour and lunch at Napi's. Visitor Services Board members are invited to participate. Dana Henricksen suggested canvassing restaurants to determine which are interested in hosting such luncheons and then holding a drawing to select the restaurant for each event.

CLOSING STATEMENTS

- The Board agreed to meet next on May 2, 2000 at 11:00 P.M.

ADJOURNMENT

Dana Henricksen moved to adjourn at 12:45 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:

Historical Commission Signature

Title

Rachel Crosby

Rachel T. Crosby, On-call secretary