

TOWN OF PROVINCETOWN

VISITOR SERVICES BOARD

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MEETING MINUTES OF JUNE 6, 2000 Meeting Held in Judge Welsh Room, Town Hall

Members Present: Steve Melamed (Chair), Barbara Rushmore (Vice-Chair), Hunter O'Hanian, Joan Lenane

Members Absent: Rob Tosner, Dana Henricksen

Others Present: Pat Fitzpatrick (Tourism Director), Michelle Jarusiewicz (Grant Administrator), Rachel Crosby (Recording Secretary)

Call to Order: Chair Steve Melamed called the Meeting to order at 11:25 A.M.

REGULAR MEETING

PUBLIC STATEMENTS - None

GENERAL DISCUSSION & NEW BUSINESS

- The Board discussed procedures for posting meeting agendas. Town Manager Keith Bergman would like to receive a copy of the Board's agendas prior to the meetings.
- By consensus, the Board agreed to review their grant guidelines at the July 11th meeting.
- Seashore Shuttles – Ms Rushmore suggested the Board ask for a weekly report of financial and ridership statistics on shuttle use and Ms Jarusiewicz agreed to try and get whatever data is available. Ms Rushmore suggested that the Fall Arts Festival benefit from the shuttle and Mr. O'Hanian agreed to notify the Festival organizers.
- The Board and Ms Fitzpatrick discussed the Holly Folly grant and whether Kay Halle was still the event's primary organizer. The Board discussed the dangers of micro-managing grant-funded events and when and how recommendations from the Board are appropriate. Ms Jarusiewicz agreed to include such recommendations in her grant-approval notification letter(s) and to include a copy of the grant guidelines. Ms Jarusiewicz clarified that she is the only one signing off on the issuance of grant checks and why some grants were paid in one lump sum versus being paid in installments.
- Ms Rushmore requested time at the next meeting to discuss the Room Excise Tax. Ms Jarusiewicz reported that she had been receiving quarterly reports from the Treasurer's Office.
- Ms Rushmore suggested preparing a written report each year on the various grants and Steve Melamed confirmed that he had prepared such a report for the Annual Report. The Board discussed issuing regular press releases concerning grant approvals and Visitor Services Board activities.
- Ms Fitzpatrick requested time on the next meeting agenda to discuss the visit of the Mayflower II. A dozen or more of the original crew members will be attending events in Provincetown. Tourism funds will be used to pay some of the expenses for the festivities. Steve Melamed asked that Ms Fitzpatrick investigate the creation of gift/mementos to give to special visitors to the Town. The Board discussed various possibilities for such a gift/memento.
- The Packaging-for-Profit Sub-Committee agreed to meet on June 20th at 11:00 A.M.

DISCUSSION OF MEETING WITH SELECTMEN

Steve Melamed discussed the discussions held and agreements reached at the meeting. All grants that were in process have been approved by the Selectmen. The Holly Folly grant was reduced from \$5,000 to \$3,000. Ms Jarusiewicz is writing letters of notification to the successful grant applicants and Ms Fitzpatrick is writing letters to the unsuccessful applicants.

Joan Lenane moved to honor the full grant commitment for the Cabaret Fest, Hunter O'Hanian seconded, and it

was so voted, 4-0, 2 absent (Rob Tosner, Dana Henricksen)

Mr. O'Hanian expressed the feeling that the Selectmen had not been clear about the role of the Visitor Services Board and said that he felt "disgruntled" and "frustrated" that the discussion on the role of the Board and tourism had been delayed until so late meeting. Mr. O'Hanian read from the Town Meeting article defining the activities of the Visitor Services Board. Mr. O'Hanian also suggested that the Board provide input to Ms. Fitzpatrick concerning the Five Year Plan/Marketing Plan.

TOURISM DIRECTOR'S REPORT

Ms Fitzpatrick reported on the Cabaret Fest weekend, reading from a memo sent to the Town Manager. She also reported on several other recent tourism-related events, including visits by Danish photographers and German filmmakers, and British travel writers. Ms Fitzpatrick provided a detailed report on the recent trip to Plymouth, England to attend the dedication of the new Mayflower Plaque. The Town has received a copy of a new video documentary on the Plymouth/Mayflower/Provincetown connection which can be distributed to local media and used for other promotional purposes. Ms Rushmore praised Ms Fitzpatrick for her work on the Mayflower Plaque project. Ms Fitzpatrick discussed her draft job description and reported that in the future she will review grant applications and will write a recommendation for each application prior to submittal to the Visitor Services Board. The Board and Ms Fitzpatrick discussed this new procedure.

PRELIMINARY DISCUSSION OF FIVE YEAR PLAN

The Board and Ms Fitzpatrick discussed the new Administrative Procedures concerning the creation of a Five Year Plan and related issues. Issues discussed included: providing housing for seasonal entertainers; involving the PBG and the Chamber of Commerce in the Plan formulation; creating a job description for the Tourism Director position; clarity of communications among various entities (the Board, the Town Hall staff, the Selectmen, etc.); funding grants for profit versus non-profit organizations; reviewing and revising the Visitor Services Board grant guidelines; how to encourage groups/organizations to prepare grant applications targeting certain groups of tourists; creating tourism packages (lodging plus restaurant plus activities, etc); use of the Tourism Director's budget to partially pay for advertisements for packages.

The Board discussed the specifications and procedures used for the advertisements partially funded by the Tourism Director's budget. Joan Lenane emphasized that the availability of the advertising monies should be made known to the entire Provincetown community.

APPROVAL OF MINUTES

May 9, 2000 – postponed.

May 18, 2000 – postponed as the minutes have gone missing from the VSB box.

OLD BUSINESS

- Discussed in context above.

NEW BUSINESS

- Discussed above.

CLOSING STATEMENTS

- Next meeting scheduled for July 11, 2000 at 11:00 AM

ADJOURNMENT

Hunter O'Hanian moved to adjourn at 1:19 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