

TOWN OF PROVINCETOWN

VISITOR SERVICES BOARD

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MEETING MINUTES OF JULY 11, 2000

Meeting Held in Judge Welsh Room, Town Hall

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

Members Absent: None

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

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

REGULAR MEETING

PUBLIC STATEMENTS - None

APPROVAL OF MINUTES

May 9, 2000 – *postponed. Steve Melamed will construct minutes from his notes.*

May 18, 2000 – *Hunter O'Hanian moved to approve the minutes as written, Joan Lenane seconded, and it was so voted unanimously.*

June 6, 2000 - *Hunter O'Hanian moved to approve the minutes as written, Joan Lenane seconded, and it was so voted unanimously.*

TOURISM DIRECTOR'S REPORT

Ms Fitzpatrick reported that the month of June had been busy for the Visitor Services Board and the Tourism Office. The Chamber of Commerce and the Tourism Office hosted a concierge group from Boston. There were several magazine articles published and these are producing leads. There were three major stories in the Danish press. Ms Fitzpatrick also listed the grants approved to date.

The organizers of the Film Festival had initial concerns about costs, but the event turned out to be financially successful. There were problems showing films in Town Hall auditorium due to light from the windows. The Town will explore the possibility of installing blackout shades. The Festival has also inquired about using the auditorium to show films next year.

Ms Fitzpatrick attended a meeting for the Cape Heritage Week kickoff and discussed various Provincetown developments, such as the shuttle.

Ms Fitzpatrick has been approached with the possibility of holding a conference for east coast resort towns in Provincetown in April 2001, with the purpose being to bring people together to talk about solutions to common problems. The Board discussed the possibility of making such a conference a Visitor Services Board project. ***Dana Henricksen moved to immediately to explore the opportunity to create such an east coast resort town conference and to move ahead as quickly as possible, Ms Rushmore seconded and it was so voted, 6-0.***

Ms Fitzpatrick reported that the shuttle statistics prepared by Dana Henricksen showed that the new service was being well received and utilized. Mr. Bergman clarified that the assessment from the Tourism Fund for the shuttle would not be taken until the end of the fiscal year and may be less than the \$60,000 committed, in which case the Tourism Fund would have money left over.

Ms Fitzpatrick spoke about the upcoming visit of the Mayflower II. Several politicians and celebrities have been contacted and some may be in attendance at the ceremonies.

Steve Melamed reported that the number of daytrippers from Boston has increased due to the high speed ferry.

VOTE ON FILM FESTIVAL FUNDS

Hunter O'Hanian moved to approve payment to the Film Festival of the \$2,500 in Tourism Funds which had been held in abeyance subject to successful completion of the 2000 Film Festival, thereby bringing the total grant to

\$10,000 for the Film Festival in 2001, Rob Tosner seconded, and it was so voted, 6-0.

The Board discussed the use of the Board’s name in advertisements and how to clarify apparent ambiguities.

REPORT ON SUB-COMMITTEE ON PACKAGING FOR PROFIT

The sub-committee decided to meet August 1, 2000 at 11:00 AM in Tourism Office

REVIEW OF GUIDELINES FOR GRANTS

Mr. O’Hanian and Ms. Lenane volunteered to form a sub-committee to develop revisions for guidelines.

REPORT ON ROOM EXCISE TAX

Mr. Bergman discussed the figures contained in a memo he had written. Mr. Bergman and the Board discussed how an unexpected Tourism Fund surplus could be used. The Board discussed how to plan for lower-than-expected revenues and discussed establishing a reserve/contingency fund.

In response to a question from Ms Rushmore, Mr. Bergman reported that the Town is not pursuing the issue of collecting room excise tax from the owners of condominiums who rent on a short-term basis.

FIVE YEAR PLAN FORMAT

The Board discussed how the Tourism Funds were currently supposed to be allocated in terms of percentages for each purpose (municipal, marketing, etc.). Mr. Bergman reported that Town staff was not anticipating having to adhere to the percentages at this time, stating that the Board had requested that the percentages not be used. Mr. Bergman reported that staff had discussed creating a long-range vision and purpose for expenditure of Tourism Funds. Mr. Bergman suggested that the Board address these “big picture” policy issues in its Five Year Plan.

Rob Tosner suggested directing funds toward established organizations in Town, such as the Chamber of Commerce and the PBG. Mr. Tosner also suggested gathering demographic data on shuttle ridership to see if this large Tourism Fund expenditure was being well-spent.

Ms. Rushmore suggested devoting more funds to municipal projects.

The Board discussed various processes for establishing long-term goals.

Pat Fitzpatrick emphasized the need to increase the number of visitors who stay overnight and thereby increase the room excise tax funds.

Bob Harrison, President of the Chamber of Commerce, reported that the Chamber was not receiving any Tourism funds directly at the current time.

GENERAL DISCUSSION & NEW BUSINESS

- Discussed in context above.

OLD BUSINESS

- Discussed in context above.

CLOSING STATEMENTS

- Next meeting scheduled for August 8, 2000 at 11:00 AM

ADJOURNMENT

Hunter O’Hanian moved to adjourn at 12:42 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

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Rachel J. Crosby, On-call secretary