

TOWN OF PROVINCETOWN

VISITOR SERVICES BOARD

MEETING MINUTES OF SEPTEMBER 6, 2000

Meeting Held in Judge Welsh Room, Town Hall

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

Members Absent: Dana Henricksen

Others Present: Rachel Crosby (Recording Secretary)

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

REGULAR MEETING

APPROVAL OF MINUTES

August 29, 2000 – *postponed.*

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

OLD BUSINESS

Continued Discussion and Development of Five Year Financial Plan for Tourism Fund Expenditures:

The Board discussed the summary of recommendations from the prior two meetings.

1. **Public Restrooms** – consensus that no additional funding be committed (currently \$181,000 over 5 years, including interest, is committed). Eliminate budget lines for bathrooms on Pier and in Firehouse. *Joan Lenane moved to approve limiting the funding for public bathrooms to what has already been committed, Hunter O'Hanian seconded and it was so voted, 5-0, 1 absent (Dana Henricksen).*
2. **Shuttle** – discussion focused on whether revenue generated by Shuttle fares should offset and reduce the contribution from Tourism Fund or perhaps level-fund the Shuttle for two more years and then reduce. Also, on increasing financial contribution made by Truro. Need to determine demographics of Shuttle ridership. *Steve Melamed moved that the Board will review the Shuttle annually after receipt of the data on how the Shuttle is working and who is using its services, so as to ensure that the expenditure of Tourism Funds is appropriate to the intent and purpose of the Fund, Rob Tosner seconded and it was so voted, 5-0, 1 absent (Dana Henricksen)*
3. **Fireworks** – discussion focused on whether funding should be limited to fireworks during off-season celebrations. *Hunter O'Hanian moved to recommend that the annual expenditure of \$25,000 in the Plan for municipal related holiday celebrations be subject to the review and recommendation of the Visitor Services Board based upon specific project requests, Joan Lenane seconded, and it was so voted, 5-0, 1 absent (Dana Henricksen).*
4. **Marketing Studies** – *Hunter O'Hanian moved to set aside a certain sum of money to pay for a professional, objective analysis, utilizing local resources, to identify the demographics and needs of current tourist population (s), Joan Lenane seconded, and it was so voted 4-0, 1 abstain (Steve Melamed), 1 absent (Dana Henricksen)*
Discussion included consulting with the PBG and the Chamber of Commerce to determine their interest in doing the analysis and, if so, how much they would charge.
5. **Guidelines, levels and/or limits for Marketing expenditures**
 - ◆ **Media Buys** – currently funds are expended at discretion of Tourism Director – need to create guidelines.
 - ◆ **Tourism Director Budget/Marketing Plan** – Steve Melamed said there was a need to include more money for trade shows.

Joan Lenane moved that the Visitor Services Board recommend that the Marketing Budget be increased to not less than \$125,000 annually and that the Board be involved in the development and allocation of the Marketing

Budget, Hunter O'Hanian seconded, and it was so voted, 5-0, 1 absent (Dana Henricksen).

Rob Tosner moved that the Visitor Services Board recommend that \$25,000 of the Marketing Budget be earmarked for a matching fund program with the PBG and the Chamber of Commerce, whereby \$12,500 is allocated to and will be matched by each of these organizations. These funds are to be used specifically for Marketing and Advertising to promote tourism in the Town of Provincetown. A report of expenditures is to be submitted annually by the PBG and Chamber of Commerce. Barbara Rushmore seconded, and it was so voted, 5-0, 1 absent (Dana Henricksen).

- 6. **Reserve Fund** – *Hunter O'Hanian moved to recommend that the amount set aside annually for the Reserve Fund be no higher than 5% the total amount received annually for the Tourism Fund, Rob Tosner seconded, and it was so voted, 5-0, 1 absent (Dana Henricksen).*
- 7. **Alternative Project List** – consensus was positive to create this list.
- 8. **Grants** – consensus was that funds be available for sustained support for grant recipients, rather than just for seed money (in agreement with recommendations from the Guideline Sub-Committee).
- 9. **Grant Guideline Sub-Committee Recommendations** – consensus was to add the Sub-Committee’s wording on grant eligibility to the Plan, with minor modifications to allow for identifiable needs to promote tourism during the high season.

Rob Tosner left the meeting at 12:30 P.M.

- 10. **Grant Funding Budget** – *Barbara Rushmore moved to recommend a minimum of \$85,000 for promotional events, including grants, Steve Melamed seconded, and it was so voted, 4-0, 2 absent (Rob Tosner, Dana Henricksen).*
- 11. **Plan Wording** – consensus was to include the enabling legislation.
- 12. **Beautification Projects**– *Barbara Rushmore moved to recommend the continued support of Beautification Committee projects in the amount \$10,000 annually, Hunter O'Hanian seconded, and it was so voted, 4-0, 2 absent (Dana Henricksen, Rob Tosner).*
- 13. **Brick Sidewalks** – *Barbara Rushmore moved to reduce the annual Shuttle subsidy by \$10,000 and to use that \$10,000 to continue to extend the brick sidewalks on Commercial Street. The motion did not receive a second. Barbara Rushmore moved to use the first \$10,000 from any Tourism Fund surpluses and/or money left unexpended by grant recipients to extend the brick sidewalks on Commercial Street. The motion did not receive a second.*

GENERAL DISCUSSION & NEW BUSINESS

- None.

CLOSING STATEMENTS

- None.

ADJOURNMENT

Joan Lenane 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