

TOWN OF PROVINCETOWN

VISITOR SERVICES BOARD

MEETING MINUTES OF OCTOBER 31, 2000

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Meeting Held in Judge Welsh Room, Town Hall

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

Members Absent: Dana Henricksen

Others Present: Mr. Bergman (Town Manager), Pat Fitzpatrick (Tourism Director), Michelle Jarusiewicz (Grant Administrator), Chuck Turley (Director of Pilgrim Monument and Provincetown Museum), Rachel Crosby (Recording Secretary)

Call to Order: Chair Steve Melamed called the Meeting to order at 11:04 A.M.

REGULAR MEETING

APPROVAL OF MINUTES

September 12, 2000 – *Joan Lenane moved to approve, Barbara Rushmore seconded and it was so voted, 3-0, 3 abstain (Hunter O'Hanian, Rob Tosner, Rose Basile).*

October 3, 2000 (Public Hearing) – *Joan Lenane moved to approve, Barbara Rushmore seconded and it was so voted, 5-0, 1 abstain (Rose Basile).*

October 10, 2000 - *Joan Lenane moved to approve, Barbara Rushmore seconded and it was so voted, 5-0, 1 abstain (Rose Basile).*

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

WELCOME NEW BOARD MEMBER

The Board welcomed Rose Basile, representative from the Women Innkeepers and owner of the Rose Acre guesthouse, as a member of the Board.

FIVE YEAR FINANCIAL PLAN FOR TOURISM FUND EXPENDITURES

Steve Melamed complimented the Board members, and especially Joan Lenane, for their work in putting together the Plan. Joan Lenane explained how she had consolidated the staff and Board recommendations and clarified how the original Plan had been changed and organized. Hunter O'Hanian suggested that they include a statement in the Plan to the effect that the Reserve Fund would be used only for Marketing, Special Events or Promotions. Hunter O'Hanian also asked how allocated, but unspent, Tourism Funds would be dealt with. Ms Jarusiewicz explained how the wording in a Town Meeting article could affect when such surplus funds would actually become available.

Hunter O'Hanian moved that on page 8 of the Plan, concerning the Reserve Fund, the following wording be added at the end of the second sentence: "for Marketing or Promotions and Grant Projects.", Rob Tosner seconded and it was so voted, 6-0, 1 absent (Dana Henricksen).

The Board and Ms Jarusiewicz discussed the procedures by which surplus funds were created and how those funds were authorized for expenditure.

Hunter O'Hanian moved to add the following sentence on page 2, in the section titled "Five Year Financial Plan and Percentages": "We further recommend that any unallocated surplus funds as well as any unspent encumbered funds be allocated for Marketing or Promotions and Grant Projects", Rob Tosner seconded, 5-0, 1 abstain (Rose Basile), 1 absent (Dana Henricksen).

Ms Rushmore urged the Board to gather "real data" on the demographics of the people visiting Provincetown and on their activities while they are here.

Joan Lenane moved to accept the Five-Year Financial Plan for Tourism Fund Expenditures as amended, Rob Tosner seconded and it was so voted, 6-0, 1 absent (Dana Henricksen).

OLD BUSINESS –

- Steve Melamed announced that the Holly Folly event is going to be managed by new personnel this year.

TOURISM DIRECTOR'S REPORT

Ms Fitzpatrick distributed a copy of her report and discussed the contents with the Board, including:

- Discussion of Tour Guide Appreciation Day, scheduled for November 10, and hosted by the Pilgrim Monument and Provincetown Museum. Forty guides have indicated interest in attending. (see memo from Pat Fitzpatrick to Visitor Services Board dated October 31, 2000 for more details).
- Packaging for Success Seminar – will be facilitated by a panel of hospitality industry experts. Over 35 local business owners have expressed interest (see memo). Focus will be on how to work effectively with transportation partners.
- Pat Fitzpatrick recently made a presentation at the Delaware Governor's Conference.
- Tourism Office now has official stationary.

Hunter O'Hanian commented that the Tour Guide Appreciation Day needed to include some mention and/or coverage of the unique shopping experiences available in Provincetown. Pat Fitzpatrick said she would see if it were possible to drive the tour guides' coach down Commercial Street and to point out various shops.

The Board discussed whether to include other Towns' activities and interests in the Tour Guide Appreciation Day. *Steve Melamed moved to direct the Tourism Director to maintain the Tour Guide Appreciation Day as an exclusively Provincetown event, Ms Rushmore seconded, and it was so voted, 6-0, 1 absent (Dana Henricksen).*

PUBLIC STATEMENTS –

- James Mack, Chair of the Beautification Committee, appeared and distributed copies of the Committee's proposed Five Year Plan. Mr. Mack highlighted and discussed the need for more benches and bike racks. The Committee is also planning to plant more trees and upgrade the tree guards. The Committee will also be investigating the concept of creating "pocket parks" and will be meeting with a landscaper to discuss the parks and the Bas Relief. The Board requested that the Beautification Committee prepare a map showing where the various improvements would be installed/planted. Rose Basile suggested adding sculpture display to the pocket park concept.
- Chuck Turley, Director of the Pilgrim Monument and Provincetown Museum, appeared to request \$2,000 for this year's Pilgrim Monument lighting. The Board discussed whether any Tourism Fund monies were immediately available. *Hunter O'Hanian moved to recommend to the Board of Selectmen that \$2,000, from any available funding source through FY 2001, be provided to the Pilgrim Monument and Provincetown Museum for this year's Pilgrim Monument lighting, Rob Tosner seconded and it was so voted, 6-0, 1 absent (Dana Henricksen).*
- Kevin Mathews from Boston Harbor Cruises appeared and introduced two associates. Mr. Mathews explained that they were in town to explore how to enhance ferry services to and from Provincetown, including providing daily round trip boat service to and from Boston. The Harbor Cruises representatives offered to help promote Provincetown in some of the other markets in which they have a presence. They confirmed that ridership had been good well into October this year and they will probably provide daily service up to the end of October in 2001. They suggested was to having a video of Town highlights which would be played on the ferries as they approached Provincetown.
- Mark _____ spoke about his new harbor environmental cruises

GENERAL DISCUSSION & NEW BUSINESS

- "Cities" idea – not discussed
- Advertising for next round of Grants and Promotions – Ms Jarusiewicz will arrange for an advertisement in the Legal Notices of the Provincetown Banner.

CLOSING STATEMENTS

- Next meeting date was not scheduled.

