

**Town of Provincetown  
Visitors' Service Board  
Meeting Minutes from  
December 16, 2010 - 9:00 am  
Provincetown Town Hall Judge Welsh Room  
260 Commercial Street**

**Members present: Rob Tosner, Chair; Michael Peregon, Vice Chair; Hersh Schwartz; James Bakker; Kathleen Fitzgerald; Michelle Haynes; Mick Rudd**

**Members absent: None**

**Staff: Bob Sanborn, Tourism Director; Jackie Kelly, Administrative Assistant – Tourism Office; Radu Luca, Tourism Office Intern**

Others: David Gardner, Assistant Town Manager; Brian Carlson; Candy Collins-Boden; Mark Pfeifer; Nick Robertson; Lynette Molnar; Susan Avellar; Cherrie Mittenthal; Chris More; Tim Downey; Susan Leonard

Meeting was called to order at 9:05 am

1. Public Statements
2. Tourism Director's report

**A. Approval of media placements, brochures, trade shows**

**Travel Trade Shows:**

- POW WOW is in San Francisco this year on May 21-25. The Cape Cod Chamber has requested that we share a booth with them to expand the Cape Cod presence. They are splitting one booth with Dolphin Fleet and Steamship Authority, and trying to get a second booth with Provincetown, Martha's Vineyard Chamber, and Chatham Bar for approximately \$2,500 each plus travel. Because the Cape Cod Chamber is attending, as well as Dolphin Fleet, Provincetown will already be represented at this trade show, and therefore Bob does
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not recommend attending. If the Board agrees, no motion is necessary. The Board agreed with Bob's recommendation.

- The IGLTA is having their Annual Global Convention in the US next year in Fort Lauderdale May 10<sup>th</sup> to 15<sup>th</sup>. They are offering an early registration discount (prior to 12/31) of \$748. Because this is in the US next year, Bob recommends we attend.

**Motion: Move to approve \$748 plus travel to register in the IGLTA 2011 Annual Global .**

**Motion: Rob Tosner                      Second: Michael Peregón                      6-0-0**  
**(Mick Rudd was not available for this vote)**

3. 2010 Women of Color Weekend and Single Women's Weekend- Lynette Molnar

Lynette Molnar requested an exception to the requirement that awardees spend \$2 to receive \$1. The requirement will be rescinded as of July 1, 2011, and her two events will occur just before that date. The board agreed to approve these exceptions and directed Bob to eliminate this restriction for Women of Color Weekend and Single Women's Weekend.

4. 2011 Year Rounder's Festival: The Board agreed to table a request to provide the Year Rounder's Festival up to \$1,000 until it's 1/5/2011 meeting.

5. Approval of Minutes for October 6, 2010

**Motion: Jim Bakker                      Second: Mike Peregón                      7-0-0**

Approval of Minutes for October 27, 2010

**Motion: Jim Bakker                      Second: Mike Peregón                      7-0-0**

Approval of Minutes for November 3, 2010

**Motion: Jim Bakker                      Second: Mike Peregón                      7-0-0**

6. Old Business

7. New Business

8. FY2010/2011 Unused Tourism Grants

- GLSEN and Provincetown Heritage Day did not use the FY2010 grants of \$3,000 and \$4,000, respectively. Recommended motion: Move to collapse the GLSEN and

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Provincetown Heritage Day FY2010 unused tourism grants of \$3,000 and \$4,000, respectively, and redeploy to FY2012 Tourism Grant budget. A discussion resulted in a decision to hold off collapsing this \$7,000 into the 2012 grant fund, but rather to keep the funds available for new events that will happen between now and June 30, 2011. The Board agreed to discuss the application process at its 1/5/2011 meeting.

**9. Review of FY2012 Grant Applications**

The preliminary discussion disqualified several of the applications, based on the fact that they did not meet the intended purpose of the Tourism Grants. Although these projects are considered to have merit and are encouraged, they were not granted Tourism Office funds.

**Motion: Move not to recommend a grant to the Film Project.**  
**Motion: Rob Tosner**   **Second: Michael Peregon**   **7-0-0**

**Motion: Move not to recommend a grant to Free Town Maps.**  
**Motion: Rob Tosner**   **Second: Michael Peregon**   **7-0-0**

**Motion: Move not to recommend a grant to the Taste of Provincetown.**  
**Motion: Rob Tosner**   **Second: Michael Peregon**   **7-0-0**

**Motion: Move not to recommend a grant to the Women’s Health Benefit.**  
**Motion: Rob Tosner**   **Second: Michael Peregon**   **7-0-0**

**Motion: Move not to recommend a grant to the Year Rounders’ Festival.**  
**Motion: Rob Tosner**   **Second: Michael Peregon**   **7-0-0**

Cherrie Mittenenthal from Truro Center for the Arts at Castle Hill was asked to elaborate on the Encaustic Conference. She explained that the previous venue, Montserrat College, is too small to host the increasing numbers of encaustic enthusiasts nationwide; that Castle Hill expects 250 people, of whom 130 had already signed up by Thanksgiving; and that they plan post conference workshops. Cherrie also responded to other questions: regarding Castle Hill Paints the Race, she said that it does bring people here, though it is also true that some stay or live in other parts of the Cape and about the Dance Festival, that they plan workshops before and after the event weekend.

**AWARDS:**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$1,750 to Provincetown Bear Week for FY 2012.**



**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$1,500 to Ghost House Haunted Attraction for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregou    7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$5,500 to Girl Splash for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregou    7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$500 to GLSEN for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregou    7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$5,000 to Great Music on Sundays @5 for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregou    7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$11,000 to Great Provincetown Schooner Regatta for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregou    7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$3,500 to the Provincetown Business Guild for Holly Folly for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregou    7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$1,000 to Provincetown Jazz Festival for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregou    7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$3,000 to Long Point of View Lighthouse Project for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregou    7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$4,000 to Mates Leather Weekend for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregou    7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$2,000 to Miss Gay Massachusetts U S of A for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregou    7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$3,000 to Men of Color Weekend for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregion                      7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$1,000 to Men’s Weekend for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregion                      7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$1,000 to Gay Pilots’ Association for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregion                      7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$3,500 to Outer Cape Chorale for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregion                      7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$4,000 to PAAM Fall & Spring Workshop Program for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregion                      7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$19,000 to Provincetown International Film Festival for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregion                      7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$1,500 to Pilgrim Bark Park for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregion                      7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$4,000 to Pilgrim Monument Fall Fun for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregion                      6-0-1 (Jim Bakker abstained)**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$8,000 to Provincetown Portuguese Festival for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregion                      7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$2,500 to Provincetown 10K for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregion                      7-0-0**

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**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$3,000 to PTV Project for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregion    7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$5,000 to Single Women’s Weekend for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregion    7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$2,000 to Swim for Life & Paddler Flotilla for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregion    7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$5,000 to Ten Days of Art for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregion    7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$6,000 to Tennessee Williams Festival for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregion    7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$4,000 to the Provincetown Business Guild for Winter Weekends for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregion    7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$6,000 to National Women of Color Weekend for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregion    7-0-0**

**Motion: Move to recommend to the Board of Selectmen a grant in the amount of \$5,000 to Women’s Week for FY 2012.**

**Motion: Rob Tosner    Second: Michael Peregion    6-0-1 (Kathleen Fitzgerald abstained)**

Meeting was adjourned at 1:30 pm

Respectfully submitted,  
Jackie Kelly