

**TOWN OF PROVINCETOWN - BOARD OF SELECTMEN  
MEETING MINUTES - SPECIAL MEETING  
JOINT MEETING WITH VISITOR SERVICES BUREAU  
MONDAY, JANUARY 27, 2014 5 PM  
TOWN HALL – JUDGE WELSH ROOM**

Chairman Elaine Anderson convened the meeting at 5:00 PM noting the following:  
Board of Selectmen attending: Austin Knight, Elaine Anderson, Tom Donegan, David McChesney and Erik Yingling

Other attendees: Acting Town Manager David

Recorder: Mary Timmons

Visitor Services members attending: Mick Rudd, Cathy Nagorski, Hersh Schwartz, James Bakker, Anthony Fuccillo and Radu Luca,

Pilgrim Monument. John McDonagh,

The Visitor Services Bureau was called into order by Mick Rudd.

The following are meeting minutes

**1. JOINT MEETING WITH THE VSB.**

The Visitor Services Bureau provided some background regarding the 2020 project. For two years the bureau has been trying to respond to the question as to what the town is going to do about 2020 with the pilgrim's first landing in Provincetown and crafting of Mayflower Compact. Mr. Rudd suggested adopting the mission statement to serve as a touchstone, which would be helpful in terms of knowing they have the Board's support. Mr. Rudd then read the mission statement

Selectman Yingling asked if we could incorporate collaboration with other groups because this is a collaborative effort. Mr. Rudd replied they don't want to leave anyone out, and the wording is meant to be all inclusive.

Selectman Donegan stated the need to articulate a leadership role. He would like to see the VSB take a leadership role and add a paragraph about leadership of a collaborative effort. Mr. Rudd replied that with respect they don't play that role now and the VSB Board would be uncomfortable with that. He is also concerned with having another layer of supervision. He believes what the BOS is talking about would fetter them.

Selectman Anderson suggested we go to the presentation by Marmillion + Company before making a decision.

**2. INTEGRATION OF 2020 MISSION STATEMENT WITH FIVE YEAR MISSION STATEMENT**

After seeing the presentation by Marmillion and the Pilgrim Monument and Provincetown Museum, it was decided more information is required. These entities will come back to the Selectmen with more information.

### **3. PRESENTATION BY MARMILLION + COMPANY**

Val from Marmillion + Company provided his presentation. The VSB believes there is an enormous potential to foster economic development in the next six years. They are focusing on developing a long-term marketing strategy to establish Provincetown's brand as America's First Destination. They went on to describe the steps necessary to have this happen and are looking at a budget of about \$65,000. Selectman Anderson stated she understands this is an immense marketing campaign and quite informative.

### **4. PRESENTATION BY THE PILGRIM MONUMENT AND PROVINCETOWN MUSEUM**

John McDonagh presented a PowerPoint presentation to the Board. He wants to showcase Provincetown as a unique destination and unique cultural heritage destination. It is important for us to emphasize this is not about Plymouth. He spoke of the Jay Leno show where Mr. Leno asked where the Pilgrims landed, and the answers were incorrect. There is mistaken history among well-educated people which we need to correct history. They have a separate subcommittee that will fundraise for the mission, so 2020 will be the event we want it to be. Mr. McDonagh provided a history of the Monument regarding visiting dignitaries and how this has helped the community. He also reviewed what has been done at the Monument and Museum to date and what is required going forward.

Selectman Yingling asked if they had started fundraising for the 2020 fund, and it has been established with many interested in contributing to it. Discussion took place regarding the 501C3 funds to which the VSB responded. Selectman Anderson then asked about the marketing budget stating it was impressive. VSB responded stating there is \$15,000 each year between now and 2020 slotted just for marketing.

Selectman Anderson saw duplication of marketing cost and wondered about collaborating on some of this. The VSB addressed this stating they are not a 501C3 and they cannot raise additional funding outside of what they have other than applying for grants. Selectman Donegan asked about incremental funds and how this will be done and believes we need to come back to this.

### **5. OTHER - None**

Motion to adjourn by Elaine Anderson at 6:15 PM.

Minutes transcribed by: Mary Timmons