

**Town of Provincetown
Visitor Services Board
Meeting Minutes from September 22, 2014, 5:00 pm
Provincetown Town Hall
Judge Welsh Room
260 Commercial Street**



Visitor Services Members present: Cathy Nagorski- Chair, Mick Rudd, Marian Peck, Rick Murray

Members absent: Jim Bakker- Vice Chair – excused, Bob Sanborn – excused, Hersh Schwartz - excused

Board of Selectmen Members present: Tom Donegan – Chair, Erik Yingling – Vice Chair, Robert Anthony, Raphael Richter, Cheryl Andrews.

Members absent:

Meeting was called to order at 5:00 pm by Cathy Nagorski.

Staff: David Gardner – Acting Town Manager, Dan Hoort – Director of Municipal Finance, Anthony Fuccillo – Director of Tourism, Radu Luca – Assistant Director of Tourism

Others:

Agenda:

1. Joint meeting with the Board of Selectmen. Discussion for planning, staffing and execution of 2020. Present organization of Steering Committee for planning and execution of the 400th Commemoration of the first landing of the Mayflower Pilgrims. Discussion Dependent. Motions may be made. Votes may be taken.

Tony Fuccillo and Cheryl Andrews attended a Cape Cod Canal Board meeting in Bourne and would like to form a steering committee that would address the Provincetown 2020 celebrations and commemoration. CA was impressed with the creativity of the event there; the first step there was

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for the Town to get involved and get things rolling. The plan for the Provincetown Steering Committee is complex, we may want to have a Board of Directors or a Steering / Executive Committee. Thinks each organization should come to the table and decide what their input would be. Best approach for the BoS would be to approach this hands off, but the committee should report periodically. Would like to see the committee started as soon as possible. Once the Steering Committee has its own personality and identity the Town would be only one arm of it.

Raphael Richter is happy to see the detail put into the plan for a steering committee. Agrees with CA about not getting too specific about how the Committee organizes itself. Something absolutely needs to start right away, including a gift fund. This is once in a 25, 100 year opportunity, going forward we need to think big; encourages co-ordination between the two communities (Provincetown – Plymouth) and getting dignitaries and celebrities onboard.

Erik Yingling is supportive of the steering committee, but asked about the attributions of the Managing Director / The Administrator. The fund raising would be done through the development arm of the Steering Committee. Would like to discuss about the job description and clarify the role of the Managing Director / Clerk of Works. The Committee Structure shouldn't have residency restrictions, should be more fluid, organic.

Robert Anthony is supportive of the steering committee and would like to see it off the ground as soon as possible. Somebody has to take the lead and reach out to whomever the BoS would want on this committee.

Tom Donegan thinks steering committee would do a lot of the project management going down the road. It's important to get started, but the Managing Director position should outside of town government.

The Steering Committee will have the responsibility of hiring a Managing Director.

David Gardner- the Steering Committee will hire the Managing Director, responsible to carry out duties at the direction of the Committee. Managing Director would not be a Town staff person. That could be funded internally or through the State. Ability to do private fund raising.

The structure of the committee, which has also been adopted in Chatham for the town's anniversary, is outline below:

Move that the Provincetown Board of Selectmen create the Provincetown 2020 Steering Committee and request the following organizations/groups/boards appoint representatives:

Development- Town of Provincetown

Programs- School Committee, PMPM, PAAM, FAWC, CCSA, PIFF, CCNS

Events- Provincetown Business Guild, Part-Time Residents Taxpayers Association

more

Finance- Cape Cod Chamber of Commerce, Provincetown Chamber of Commerce

Marketing- Visitor Services Board, MOTT

Merchandise- Provincetown Community Compact Inc., Provincetown Historical Celebrations

Infrastructure- Provincetown Public Pier Corporation, DPW, Police, Fire, United States Coast Guard.

Motion: Cheryl Andrews Second: Raphael Richter 3-1-1 (Erik Yingling. abstained, Tom Donegan voted against)

Discussion:

Raphael Richter – likes the direction where this is going and would like to see the committee formed as soon as possible. The Steering Committee may morph into something else down the road and decide how they want to better organize themselves.

Robert Anthony - asked whether the Town would vote to form the steering committee and let them nominate representatives.

Tom Donegan - would like to see a review of the committee's activity a year later. Would like to see more structure in the beginning of the board and accountability.

Erik Yingling- concerned about the structure and hierarchy of the steering committee

The list is representative and not inclusive. Once the Committee is established the membership may expand members as needed by vote.

The Provincetown 2020 Steering Committee will be called to order by a member of the Board of Selectmen on Friday, November 14, 10 am, in the Judge Welsh Room.

The first order of business would be to establish a mission statement and do outreach to existing non-profits and identify which existing Provincetown 501s will represent the 2020 efforts. The committee should also establish a legacy the Town of Provincetown will leave behind following a commemoration and hire a Managing Director – part time 2017-18, full time 2019, 4-year budget \$75K.

2. Request for the establishment of a Gift Fund to collect funds for 2020 events- Director of Tourism Anthony Fuccillo. Discussion dependent. Motions may be made. Votes may be taken.

Move that the Board of Selectmen vote, pursuant to MGL Chapter 44, section 53A, to establish a gift fund account to receive donations for the Town of Provincetown 2020 celebration, the proceeds of which shall be used without further appropriation under the supervision of the Town Manager and the Board of Selectmen to prepare for the celebration and commemoration of the 400th Anniversary of the First Landing of the Mayflower Pilgrims and the Signing of the Mayflower Compact.

Motion: Raphael Richter

Second: Erik Yingling

5-0-0

Discussion:

Cheryl Andrews – it has to be clear that this is a Town gift fund.

3. Update on the Bas Relief. Discussion dependent. Motions may be made. Votes may be taken.

Tony Fuccillo provided an update- CPC funds are available and grant applications should be submitted soon. The entire structure (both the granite and brass) needs renovations. The initial phase is to hire a consultant for the entire project and assess what needs to be done.

4. BOS and Visitor Services Board Member Statements. Discussion dependent. Motions may be made. Votes may be taken.

Rick Murray asked whether the only way of funding would be to go through the Cape Cod Chamber of Commerce. Would like to see Provincetown Municipal Airport and the Fast Ferry companies from Boston and Plymouth included under the infrastructure part. Would like to see more clothing and accessories items under Merchandise. VSB voted to allocate \$15K for Provincetown 2020 marketing efforts, annually, FY15 - FY20. The BOS should appoint the Steering Committee, maybe 13 to 15 members and reach out to organizations and second homeowners.

Cathy Nagorski- we had a few meetings on this, we have a good plan and structure for the committee and now is the time to act on it.

5. Other. Matters that may legally come before the board not known at the time of posting. Discussion dependent. Motions may be made. Votes may be taken.
6. Motion to adjourn

Move to adjourn.

Motion: Rick Murray

Second: Marian Peck

4-0-0

Meeting was adjourned at 6:00 pm.

Respectfully submitted,
Radu Luca