

**Town of Provincetown
Visitor Services Board
Meeting Minutes from December 11, 2014, 9:00 am
Tourism Office, 330 Commercial Street**



Members present: Cathy Nagorski - Chair, Jim Bakker- Vice Chair, Hersh Schwartz, Bob Sanborn, Mick Rudd, Rick Murray – conference call.

Members absent: Marian Peck- excused.

Meeting was called to order at 9:00 am by Cathy Nagorski.

Staff: Anthony Fuccillo, Radu Luca

Others: Christine Walker- Provincetown Film Society, Kelly Gilpatrick – Provincetown Film Society.

Agenda:

1. Public Statements

Christine Walker and Kelly Gilpatrick came before the VSB to support the applications for two tourism grants. Both are new in their positions and the Provincetown Film Society is recovering from management changes, a year and a half of very little sponsorships and grant fundraising. The PFS Board has had a number of retreats and is energized about the future. There is a 5-year plan in place to expand the reach of the film festival, year-round programming, women's series, events, presentations, surveys, and increase reach and promote Provincetown by implementing new initiatives.

CASAS, who approached PFS, initially wanted to do the Pet Festival in Wellfleet. The Cat Film Festival is very successful in Minneapolis where thousands of people attend. This is an event that grew from small theaters to larger audiences. PFS is thinking about acquiring outdoor screens and this could be a great event for the community.

Kelly Gilpatrick said Debbie Hyme approached PFS about a joint venture between the Pilgrim Bark Park and the PFS (Carnival of the Dogs). Pet Film festival can be used as a

foundation to gradually get bigger. There is huge interest in pet awareness and many celebrities are involved in such projects. The goal is to bring as many celebrities to Provincetown as possible and get them involved.

The Pet Film Festival is a separate event from the Film Festival and would occur in June or the off weekend in August. A few sponsors are lined up. The Pet Film Festival is separate from the Pet Appreciation Weekend in September.

2. Tourism Director's report

- A. Approval of media placements, brochures, trade shows-- Tourism Director recommends media placements, brochures and other collateral to promote and market Provincetown as a tourism destination, or town representation in trade shows. Discussion dependent. Motions may be made. Votes may be taken.

None

- B. VSB Administration: Discussion dependent. Motions may be made. Votes may be taken.

➤ **None**

3. Discussion of FY16 Tourism Grant Applications: Discussion dependent. Motions may be made. Votes may be taken.

Rick Murray disclosed that he is associated, although he is not necessarily under contract, with about 90% of the event producers and the majority of these events also take place at the Crown and Anchor.

The VSB discussed all applications individually in two rounds.

Move to close out \$2,000 in unused grant money from FY15 (Celebrate Provincetown Off-season).

**Motion: Bob Sanborn
for this vote)**

Second: Jim Bakker

(Mick Rudd was absent

Roll call vote: 5-0-0

Bob Sanborn yea

Jim Bakker yea

Hersh Schwartz yea

Rick Murray yea

Cathy Nagorski yea

Move to close out \$2,000 in unused grant money from FY15 (Ghost Town Haunted Attraction).

Motion: Jim Bakker Second: Hersh Schwartz (Mick Rudd was absent for this vote)

Roll call vote: 5-0-0

**Bob Sanborn yea
Jim Bakker yea
Hersh Schwartz yea
Rick Murray yea
Cathy Nagorski yea**

Move to allocate \$4,000 in unspent grant money from FY15 to the FY16 Tourism Grant Budget.

Motion: Jim Bakker Second: Hersh Schwartz (Mick Rudd was absent for this vote)

Roll call vote: 5-0-0

**Bob Sanborn yea
Jim Bakker yea
Hersh Schwartz yea
Rick Murray yea
Cathy Nagorski yea**

Move not to recommend a tourism grant for Fiscal Year 2016 to Haunted Provincetown Tours.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move not to recommend a tourism grant for Fiscal Year 2016 to Year Rounders' Festival.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Awards:

Move to recommend to the Board of Selectmen a tourism grant to Afterglow, in the amount of \$5,500, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Ballroom Dancing Championship, in the amount of \$2,750 for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Bear Week, in the amount of \$1,750, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Center for Coastal Studies, in the amount of \$5,000 for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Family Week, in the amount of \$1,000, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Fantasia Fair, in the amount of \$2,500, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to FAWC, in the amount of \$4,000, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Film Festival, in the amount of \$17,000, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to NGPA Gay Pilots Cape Cod Classic, in the amount of \$1,000, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Girl Splash, in the amount of \$7,500, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Great Music on Sundays @5, in the amount of \$3,500, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Great Provincetown Schooner Regatta, in the amount of \$7,500, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Holly Folly, in the amount of \$5,000, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Mates Leather Weekend, in the amount of \$4,000, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Miss Gay Massachusetts US of A, in the amount of \$2,500, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Mr. New England Leather, in the amount of \$2,500, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Outer Cape Chorale, in the amount of \$2,500, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Provincetown Art Association and Museum, in the amount of \$5,000, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 4-0-1 (Rick Murray was absent for this vote, Jim Bakker abstained)

Move to recommend to the Board of Selectmen a tourism grant to Peregrine Theater Ensemble, in the amount of \$1,500, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Pet Film Festival, in the amount of \$1,500, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Pilgrim Monument and Provincetown Museum, in the amount of \$5,000, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Portuguese Festival, in the amount of \$6,000, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Provincetown 10K, in the amount of \$1,500, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Provincetown Dahlia Show, in the amount of \$1,500, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Provincetown in the Age of AIDS, in the amount of \$2,500, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Provincetown Inspiration Weekend, in the amount of \$1,500, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Provincetown Theater, in the amount of \$5,000, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Single Women's Weekend, in the amount of \$5,500, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Swim for Life & Paddler Flotilla, in the amount of \$2,000, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Tennessee Williams Theater Festival, in the amount of \$9,000, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Winter Weekends, in the amount of \$4,000, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Women of Color, in the amount of \$6,000, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to Women's Week, in the amount of \$10,000, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

Move to recommend to the Board of Selectmen a tourism grant to WorldFest, in the amount of \$1,000, for Fiscal Year 2016.

Motion: Bob Sanborn Second: Hersh Schwartz 5-0-0 (Rick Murray was absent for this vote)

4. Board Members Statements. Motions may be made. Votes may be taken.

Cathy Nagorski – followed up with Andrea Meyerson regarding the Women's Week Documentary, but did not hear back from the producer.

Hersh Schwartz – asked whether Staff had approached David A. Cox regarding the production of short videos for the Tourism Office using his drone.

Jim Bakker – reported that the documentary, PACKED IN A TRUNK: The Lost Art of Edith Lake Wilkinson will have its WORLD PREMIERE at The Palm Springs International Film Festival! The film has been selected to screen on OPENING NIGHT of the festival, Friday January 2nd, 2015 at 7:30pm. It features lots of Provincetown footage. There may be future press release and advertising opportunities for us to feature this film and Provincetown as a "first" destination.

Bob Sanborn – asked about the possibility of the VSB considering Palm Spring as a sister city for Provincetown, since the seasons and demographics are reciprocal. We can leverage this PR opportunity to increase visitation and tourism to both destinations.

Mick Rudd - none

5. Approval of Minutes. Motions may be made. Votes may be taken.

Move to approve the minutes from 12.3.2014.

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**Motion: Bob Sanborn
absent for this vote)**

Second: Jim Bakker

5-0-0 (Rick Murray was

Move to adjourn.

**Motion: Jim Bakker
absent for this vote)**

Second: Bob Sanborn

5-0-0 (Rick Murray was

Meeting was adjourned at 11:30 am.

Respectfully submitted,
Radu Luca