



Board of Selectmen

Meeting Agenda

The Provincetown Board of Selectmen will hold a public meeting on Tuesday, February 13, 2018 at 5:00 p.m., in the Judge Welsh Meeting Room, Town Hall, 260 Commercial Street, Provincetown, MA 02657

1. Joint Meeting: Visitor Services Board.– Votes May Occur
 - a. Visitor Survey
 - b. Potential Tourism Fund Articles for Town Meeting from un-appropriated receipts.
 - c. VSB Seat Composition.

Approved: cla 2-7-18

Posted by the Town Clerk: www.provincetown-ma.gov, 2/7/18 12:05 pm dv



Provincetown Board of Selectmen
AGENDA ACTION REQUEST
Tuesday, February 13, 2018

1A

JOINT MEETING

Joint Meeting with the Visitor Services Board

Requested by: VSB

Action Sought: Review Visitor Survey

Proposed Motion(s)

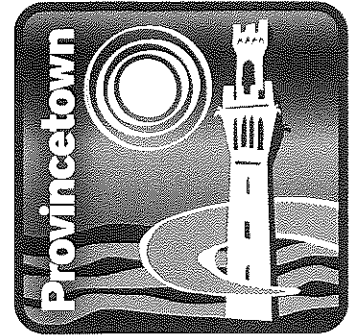
Discussion Dependent/Votes may Occur

Additional Information

- Visitor Services Board Members: Susan Avellar, Richard Murray (chair), Regina Cassidy, Andrea Sawyer, Jay Gurewitsch, Lesley Marchessault (vice chair), and Robert Sanborn.
- Topics of discussion: update on Visitor Survey

Board Action

<i>Motion</i>	<i>Second</i>	<i>In favor</i>	<i>Opposed</i>	<i>Disposition</i>



February 13, 2018

To: David Panagore

From: Tony Fuccillo

C: David Gardner, Visitor Services Board, Elizabeth Paine

Enclosed is the information the VSB will discuss with the BoS during their joint meeting on Tuesday 2/13/18 at 5:00 PM. The VSB Chair requested public statements followed by Visitor Survey Update, Preparation for Town Meeting and the VSB Seat Composition.

Visitor Survey Update

A. Board of Selectmen Recommendations

- a. Shorten the Survey
 - i. The survey has been shorted
- b. Survey the businesses to provide information on where their best customers are from
 - i. A survey will be done to gather this information

B. Three Surveys

- c. Visitor Survey in Process
- d. Stakeholder/Business Survey will be done in conjunction with the Visitor Survey
- e. Visitor Prospecting Survey will be launched in March

Unappropriated Tourism Funds:

A. Balance in Tourism Fund 6/30/17 \$821K

B. VSB Recommended motions and votes 1/2/18 (see APPENDIX A)

- a. Tourism Fund Reserve
- b. Auditorium Chairs
- c. Marketing Funds
- d. Provincetown 400
- e. Any other recommendations for the unappropriated Tourism Funds

VSB Seat Composition (see memo APPENDIX B)



**Provincetown Board of Selectmen
AGENDA ACTION REQUEST
Tuesday, February 13, 2018**

1B

JOINT MEETING

Joint Meeting with the Visitor Services Board

Requested by: VSB

Action Sought: Approval

Proposed Motion(s)

Discussion Dependent/Votes may occur

Additional Information

- Visitor Services Board Members: Susan Avellar, Richard Murray (chair), Regina Cassidy, Andrea Sawyer, Jay Gurewitsch, Lesley Marchessault (vice chair), and Robert Sanborn.
- Topics of discussion: Preparing for Town Meeting

Board Action

<i>Motion</i>	<i>Second</i>	<i>In favor</i>	<i>Opposed</i>	<i>Disposition</i>

At the 1/2/18 VSB Meeting the VSB reviewed the Town Mangers Tourism Fund Memo and voted to recommend the following use of the \$821,001 unappropriated Tourism Funds:

Unappropriated Tourism Funds	
Visitor Services Board Recommendation	Amount
Tourism Budget Reserve (1/2/18 mtg)	500,000
Town Hall Auditorium Chairs (1/2/18 mtg)	150,000
Marketing (1/2/18 mtg)	100,000
Provincetown 400 Events (1/22/18 mtg)	71,000
Total Unappropriated Tourism Funds	821,000

Following is an excerpt from the draft minutes from the 1/2/18 VSB Meeting including discussion and votes pertaining to the Unappropriated Tourism Funds:

5. Board Member Statements – comments from Board Members. Discussion dependent. Motions may be made. Votes may be taken.

RM remarked that the grant round was conducted in less than one hour which had never been done before.

JG asked when a discussion would follow on the TO Reserve Fund. RM recommended delaying a discussion on the TO's Memo items, pp. 5-6 in the day's guide, until the next meeting as the current presentation was confusing. JG said he felt that VSB needn't wait for the BOS to direct them by fiat what it should do with their funds.

AF referenced the line item on the Town's budget for Tourism Fund #1407, and that the TO puts together five year plan to address projections. AF said that currently there are unallocated finds in the account of \$821,001.

RM gave a brief history on the percentages of the Town budget directed toward the TO in the past; said he advised waiting for the BOS to convene on VSB's plans so that all parties are on the same page.

SA sought clarity where the Town is permitted to change the percentage awarded to the TO by an article put on the Warrant. RM concurred and added the need for a rainy day fund for bad weather, and such.

JG sought clarification that the 821k is reflected in the 35% awarded to the TO and what is the unassigned figure after deductions for allocated funds. AF replied that the appropriation of 400k into a reserve fund would mean that the Town cannot then re-direct those funds. LM remarked that working with BOS going forward would serve to safeguard those TO funds.

RM suggested that the Provincetown 400 campaign will try to usurp some of the 400k, and to bear in mind that what is done with the 400k can only be decided on the floor of Town Hall, but he would love to keep 400k in a reserve and maybe kick another 100k back to Marketing, leaving 50k for the town to do with as it wishes. AF clarified that the 250k is not subtracted from the 821k as they reflect funds already allocated, or to be assigned. RM advised VSB to be pro-active in directing the funds.

Discussion turned to the AC/heating and seating issues at Town Hall and upgrade needs. JG referenced a discussion ongoing and with Town Manager, David Panagore, to create a divide on the main floor for smaller events at Town Hall. RM felt the discussion should be restricted to chairs.

Following the discussion on the Reserve Fund, *SM made a motion to recommend to the BOS that the VSB place \$500,000 in unallocated tourism funds in a Reserve Fund for the TO. AS seconded the motion, and it passed, 7-0-0. SA, AS, BS, RC, LM, RM, JG.*

SA made a motion to recommend to the BOS that the VSB place \$100,000 in unallocated funds into Marketing under the direction of the Tourism Director, AF; AS seconded the motion, and it passed, 7-0-0. SA, AS, BS, RC, LM, RM, JG.

LM made a motion to recommend to the BOS that up to \$150,000 in TO funds be set aside to purchase new chairs at the Town Hall auditorium; AS seconded the motion, and it passed, 7-0-0. LM, AS, SA, RC, RM, JG, BS.

Discussion turned to a new article that concerned a new composition of the VSB which, RM advised, should be left to the BOS to decide as it best reflects the demographics required for proper representation.

AF checked on availability for the possible joint BOS Jan. 22nd meeting. SA, AS, LM and JG are all available; RM, BS and RC are not.

RC departed the meeting at 1:55pm.

LM read from a memo to the BOS from VSB regarding the composition of the seven seats of the VSB, to see if the BOS will meet with the VSB to discuss the option for the Town to amend its vote on Article 64 at the April 5, 1999 ATM relative to the composition of the board.

BS asked why the VSB is driving the composition of the board, which BOS will consider their purview. RM said it would be beneficial to press the issue now.

JG made a motion to meet with the BOS on the review of Article 64; RM seconded the motion and it passed, 6-0-0. JG, RM, SA, AS, LM, BS; RC, excused.

JG made a motion to approve the VSB meeting minutes of Nov. 27, 2017; AS seconded the motion, and it passed, 6-0-0. JG, AS, SA, LM, RM, BS; RC, excused.

JG made a motion to adjourn the meeting at 2:08pm; LM seconded the motion, and it passed, JG, LM, SA, AS, RM, BS; RC, excused.



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AGENDA ACTION REQUEST
Tuesday, February 13, 2018

1C

JOINT MEETING

Joint Meeting with the Visitor Services Board

Requested by: VSB

Action Sought: Approval

Proposed Motion(s)

Discussion Dependent/Votes may occur

Additional Information

- Visitor Services Board Members: Susan Avellar, Richard Murray (chair), Regina Cassidy, Andrea Sawyer, Jay Gurewitsch, Lesley Marchessault (vice chair), and Robert Sanborn.
- Topics of discussion: VSB Board Composition

Board Action

<i>Motion</i>	<i>Second</i>	<i>In favor</i>	<i>Opposed</i>	<i>Disposition</i>

January 2, 2018

To: Board of Selectmen

From: Visitor Services Board

RE: Composition of the VSB

The VSB would like to meet with the BoS to discuss a possible Town Meeting Warrant Article concerning the composition of the seven seats of the VSB.

To see if the Town will vote to amend its vote under Article 64 of the April 5, 1999 Annual Town Meeting relative to the composition of the seven-member Visitor Services Board as follows:

Change one member nominated from the Arts Community to read, one member nominated from the Arts, Culture and Heritage Community, which shall be filled by the Board of Selectmen after inviting nominations from the following arts and cultural organizations in Provincetown:

- Provincetown Art Association and Museum
- Pilgrim Monument and Provincetown Museum
- Provincetown Historic Celebrations
- Fine Arts Work Center
- Provincetown Theater

One member nominated from the Provincetown Chamber of Commerce (Select a representative from their pool of members to apply) which will be filled by the Board of Selectmen after inviting applicants and interview for the open seat;

One member nominated from the Provincetown Business Guild (Select a representative from their pool of members to apply) which will be filled by the Board of Selectmen after inviting applicants and interview for the open seat;

Change one Women Innkeepers member to an At Large member which will be filled by the Board of Selectmen after inviting applicants and interviewing for the open seat;

The Visitor Services Board representative composition is recommended as follows:

1. Arts, Culture and Heritage
2. Provincetown Chamber of Commerce
3. Provincetown Business Guild
4. At Large
5. At Large
6. At Large
7. At Large

or take any other action relative thereto.