

**Visitor Services Board
Meeting Minutes
October 16, 2007 10:00 a.m.
Judge Welsh Hearing Room**

Members present: Kathleen Fitzgerald, Laurel Guadazno, Michael Peregón,
Mick Rudd (arr 11:37 a.m.), Rita “Hersh” Schwartz, Rob Tosner.

Member absent: Peter Bez

Staff: David Gardner

The meeting was called to order at 10:05 a.m.

Public Statements

Lisa Bowden invited the group to look at the walking trail. It's in a black and white format so that the route can be chosen by the VSB. The VSB is welcome to attend and the viewing will be at the PAAM. It's a power point presentation and is also a precursor to the overall plan that we hope will be happening to the streetscape. Laurel G. and Hersh S. will represent the VSB and they've been charged with the walking tour. Lisa's report is due in December.

Steve Jerome spoke next and he has been advising the Hawthorne School of Art. There are several offers on the table and he will present them at the Business Summit on Thursday.

Tourism Director Interviews

There were 15 applicants and 7 were interviewed. The field was narrowed down to 3 candidates who were all interviewed during the meeting. Each interview took approximately 30 minutes and all candidates were offered time to tell about their accomplishments, their motivations, and their knowledge of the Town. The candidates were Lisa Bowden, Jonathan Samatulski, and Duncan Tavares.

At the conclusion of the interview process, the VSB was charged with making a recommendation to the Town Manager on their preferences.

Waterfront Memorial Park improvements update

Patrick Eleey presented the plan to the VSB. There are probably a few less amenities and he left the lighting since the site doesn't need a lot of lighting. The plant material is not included and he left off the Ryder Street piece. Also he will do his best to leave the trees as they are. The infill or under-story plantings, i.e., grasses and/or perennials can be put off for another year. The other major expense is the bumper fence. Jonathan Rice was able to do his portion at a reduced rate – also J.R. said he would donate 3 trees. David G. has the plan presentation on the Nov 26th agenda for the BoS. The new tourism director will draw up the RFP and present the plan to the BoS.

Mick Rudd arrived at this point in the meeting.

Patrick E. said that for presentation to the BoS, the VSB would need a new drawing for the RFP and specifics. In answer to a few questions, David G. said that the timeline would have to be included in the RFP.

Mick R. suggested informing the Beautification Committee of the Waterfront Park plans. It was thought that the members of Beautification would then be invited to a joint meeting so that everyone could be on board for the BoS presentation.

Motion: Accept the proposed Waterfront Park Improvement plan and refer to the Board of Selectmen.

Motion: Laurel Guadazno Seconded: Kathleen Fitzgerald Vote: 6-0-0.

FY09 Tourism Grant Agreements and Coop Grant Agreements

Samples of these two agreements were passed out. They have been reworked.

Municipal Budget

This discussion on the municipal budget began with the restroom crisis brought to light at the last meeting and the DPW's announcement that the restrooms will not be able to open until July 1st of next year due to a lack of funds. One of the members said that the success of the VSB funds have been derived through hard work and the group does not like their funds being regarded as a slush fund to take care of problems that may arise.

In FY07 the specific budget had line items and the VSB paid the restroom attendants. Rob Tosner had a thought on restrooms – do we need full time attendants for restrooms or a roving cleaning crew?

After a bit more discussion, the following motion was made:

Motion: Move to allocate the \$22,453 from the FY2008 municipal budget for funding the Waterfront Park budget.

Motion: Mick Rudd

Seconded: Kathleen Fitzgerald

Vote: 6-0-0.

Tourism Director's Report

The Cooperative Marketing Grant Agreement and the Promotional Grant Agreement will be revisited at the next meeting.

The BoS has voted to extend the **Farmer's Market** and the last day will be on October 27th.

David G. also said that there is a need to move on **calendars**. We have to get it out to the public soon. There are 2 cost estimates - one for a 2 panel and one for a 4 panel – Rob T. would like a four panel format. David said that he thinks we could keep it to a 3 panel and this would reduce our cost. He recommends a small printing of only 3K calendars to hold us to March – and then allow updates on 10K in time for the large expo – this year they were depleted by mid September. He would recommend a similar number this year. Question: stay with a 3 panel or push it to a 4 panel?

Motion: Move to spend \$675 to print 3,000 3-panel calendars.

Motion: Laurel Guadagno

Seconded: Hersh Schwartz

Vote: 6-0-0.

Tour Guide Appreciation Day

Plans are moving forward. The plans include Hersh on her art projects, Candi at the Chamber, Jim at the Monument, and Char giving a tour of the UU. Also VNRs are being produced as gifts for the guides. The gay/lesbian VNR will be available the end of November. A VNR will be produced for the Tourism Office, as well.

There was an **increase of room tax revenues** for the VSB. Rob T. cautioned about doing a press release until we see how the meeting with the BoS goes on Monday. We want to go in there talking about our successes, etc.

Approval of Minutes – October 2, 2007

Motion: Approve the minutes as amended.

Motion: Michael Peregón

Seconded: Kathleen Fitzgerald

Vote: 6-0-0.

Old Business

The general consensus of the VSB was to make the funds available to Candi Collins-Boden of the Chamber of Commerce. It was actually done by a carry over of the funds.

New Business:

Based on the fact that the interviews are fresh in our minds and rather than delay the consideration of a recommendation to the Town Manager regarding the hiring of a Tourism Director until Friday, the following

motion was made:

Motion: The VSB will enter into Executive Session pursuant to MGL Chapter 3g, Section 23B at the end of this meeting for the purpose of making a recommendation to the Town Manager as soon as possible, and that the meeting will adjourn after such consideration.

Motion: Rob Tosner Seconded: Kathleen Fitzgerald

Vote: Each member was individually polled and voted in the affirmative.

Respectfully submitted,

Evelyn Gaudiano

E. Rogers Gaudiano

Approved by _____ on _____ 2007

Rob Tosner, Chair

**Meeting Minutes
Visitors Service Board
Executive Session
12:30 p.m.
Judge Welsh Hearing Room**

**Members present: Kathleen Fitzgerald, Laurel Guadazno, Michael Peregon,
Rita “Hersh” Schwartz, and Rob Tosner.**

Members absent: Peter Bez and Mick Rudd

Staff: David Gardner

The Executive Session was called to order at 12:30 p.m.

After a little discussion the following motion was made:

Motion: Move to recommend to the Town Manager to consider both Lisa C. Bowden and Jonathan Samatulski with the final choice left to the decision of the Town Manager.

Motion: Rob Tosner Seconded: Hersh Schwartz Vote: 5-0-0.

Adjournment happened at 1:15 p.m.

Respectfully submitted,

Evelyn Gaudiano

E. Rogers Gaudiano

Approved by _____ on _____ 2007

Rob Tosner, Chair