

**Town of Provincetown
Visitor Services Board**

**Meeting Minutes of
TUESDAY, JANUARY 17, 2006
Judge Welsh Meeting Room**

Chairman Lynne Davies convened the meeting at 10:04 am noting the following attendees:

VSB members: Lynne Davies, Chairman; Peter Bez, Vice Chairman; Laurel Guadazno; Kathleen Fitzgerald; Michael Peregon; Mick Rudd; and Hersh Schwartz.

Other attendees: Bill Schneider, Administrative Tourism Director;

Recorder: David Gardner.

APPROVAL OF MINUTES

MOTION: Move to approve the minutes of the December 20, 2005 VSB meeting as written.

Motion by: Peter Bez **Seconded by:** Michael Peregon **Yea 7 Nay 0 Abstain 0**

CHAIR REPORT

Reschedule VSB meetings throughout spring 2006 from 1st and 3rd Tuesday to 1st and 3rd Fridays, beginning in February and lasting through May 2006.

TOURISM DIRECTOR'S REPORT

Bill Schneider presented the Director's Report entered into the record.

MOTION: Move to approve \$14,850 for 6 insertions of a 1/2-page four-color ad in *ARTnews*.

Motion by: Peter Bez; **Seconded by:** Michael Peregon; **Yea: 6; Nay: 0; Abstain: 1**

Upcoming Trade shows:

American Bus Association Conference

Annual Tourism Summit will be held in Boston from March 20-22nd.

Governors conference will be held in Springfield in March 29-30th.

MOTION: Move to approve funds of approximately \$1,000 to allow the Administrative Director of Tourism to attend the Annual Tourism Summit & International Marketplace in Boston in March.

Motion by: Mick Rudd; **Seconded:** Hersh Schwartz. **Yea: 7; Nay: 0; Abstain: 0**

FIVE-YEAR FINANCIAL PLAN

The Town Manager reports a \$25,442 (5.6%) reduction in the Quarterly Room Tax revenue from July – September 2005 from the same quarter in 2004. The VSB will need to make the adjustment within the FY07 budget. Lynne Davies suggests the reduction be made to the Municipal Budget in the amount \$7,192 (from \$47,430 to \$40,238).

MOTION: Move to approve budget revisions to the projected Municipal Budget within FY07.

Motion by: Peter Bez; **Seconded by:** Laurel Guadazno; **Yea: 7; Nay: 0; Abstain: 0**

TOURISM OFFICE WEBSITE LINKS.

The Tourism Office has had requests by for-profit organizations and businesses to allow links to the Tourism Office's website. There is currently no formal policy in place to limit the types of entities that are permitted to

have links to the Tourism page. Since the website was set up, it has been a practice that the site would only have links to nonprofits and would not include any advertising. The only exceptions to this policy were made for the transportation entities and the town newspaper of record, *The Banner*. The Administrative Director of Tourism was requested to obtain advise of counsel through the Town Manager regarding this matter.

The meeting was adjourned at 12:30 pm.