

**Town of Provincetown  
Visitor Services Board**

**Meeting Minutes of  
Friday, February 03, 2006  
Judge Welsh Meeting Room**

Chairman Lynne Davies convened the meeting at 10:02 am noting the following attendees:

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

Absent VSB member: Michael Peregon (excused absence); Bill Schneider, Administrative Tourism Director is absent while attending the American Bus Association's Trade Show.

Other attendees: Recorder: David Gardner, Administrative Assistant II.

APPROVAL OF MINUTES

MOTION: Move to approve the minutes of the January 17, 2006 VSB meeting as written.

Motion by: Peter Bez; Seconded by: Laurel Guadazno; Yea: 6 Nay: 0 Abstain: 0

MOTION: Move to approve the minutes of the January 24, 2006 VSB meeting as written.

Motion by: Laurel Guadazno; Seconded by: Peter Bez; Yea: 6 Nay: 0 Abstain: 0

MOTION: Move to approve the minutes of the January 25, 2006 VSB meeting as written.

Motion by: Laurel Guadazno; Seconded by: Hersh Schwartz; Yea: 6 Nay: 0 Abstain: 0

MOTION: Move that the Board of Selectmen approve the VSB's recommendation for a \$5,000 cooperative marketing grant agreement with the Fine Arts Work Center to purchase a minimum of 46 radio spots on Boston radio station WBUR during April 2006 to promote the shoulder season workshops in creative writing and visual arts at the Fine Arts Work Center. Motion by: Mick Rudd; Seconded by: Kathleen Fitzgerald; Yea: 6 Nay: 0 Abstain: 0

PROVINCETOWN CULTURAL COUNCIL

Cherie Mittenhal, Pasquale Natale, and Marian Roth presented Art in Public Places Project Fund. The 2003 Annual Town Meeting approved: \$5,000 for an AIDS Remembrance Memorial and \$10,000 for Art In Public Places. In addition, it was thought that in FY2002, a matching grant from the state for \$3,300 was also available to start the Art in Public Place Fund. The VSB noted that unless the \$3,300 was properly encumbered at the time, it may not be available as the money might have been rolled over into the general fund since it was not used within the budget cycle.

At the time, the discussion around the Art in Public Places Project envisioned a public art piece to be placed within the Waterfront Park. It is unclear as to whether any specific language regarding the placement in Waterfront Park was a part of the approval or merely a discussion point as a potential location for the Memorial. The Provincetown Cultural Council is considering a potential location on High Pole Hill as an alternate location.

PROPOSAL: Art In Public Places Project would like to move forward with the \$18,300 (with additional fund raising) to do a sculpture substantial to withstand the weather (likely bronze) as an AIDS Memorial.

The VSB expressed concern that the High Pole Hill site might present some ADA accessibility issues for the town and requested the Cultural Council look into that issue before moving forward with any alternative location for the Memorial.

**MOTION:** VSB authorizes the Provincetown Cultural Council as the appropriate town board to oversee the expenditure of the AIDS Remembrance and Art In Public Places Fund and Aids Memorial Fund as approved at the 2003 Annual Town Meeting Article 30 (2) and (3) respectfully, to move forward with the exploration and location of an AIDS Memorial.

**Motion by:** Lynne Davies; **Seconded by:** Hersh Schwartz; **Yea:** 6; **Nay:** 0; **Abstain:** 0

#### DIRECTOR'S REPORT

The VSB has extended an invitation to members of the Economic Development Council to hear the PTO 2006 Marketing Plan presentation previously given to both the PGB and the Chamber of Commerce. A streamlined presentation highlighting the VSB initiatives over the next year will be presented at the February 17<sup>th</sup> VSB meeting.

The VSB by consensus approved a draft version of a letter that will be sent to all second homeowners within town as part of the marketing plan for the Year Rounder's Festival.

The VSB has agreed to additional questions to the "request for information" page on the Visitor Services Web site to include "How did you hear about Provincetown?" and "Do you have any specific interests or request for information?"

The VSB has requested additional information regarding potential advertising opportunities in *Out Traveler* and *The Advocate*.

The VSB has requested a new brochure be developed by the PTO to be placed in *Best Read Guide* racks throughout Cape Cod instead of the 2006 Calendar of Events. The VSB would like the brochure to feature enticing photos of town with information regarding the opportunities for arts, culture, nature, retail, dining and entertainment in town as well as the long list of events within town. The brochure should be specifically geared towards inviting tourists to explore the many possibilities that exist in town with further web links and tourist information contacts.

Bay State Cruise Company has purchased a booth at GLEE scheduled in Boston the weekend of April 1<sup>st</sup> and 2<sup>nd</sup>. Several members expressed an interest in volunteering to work the booth at this event to cross-promote the PTO. Members should contact the ADT to coordinate this effort.

**MOTION:** VSB authorizes up to \$2,000 for the purchase of the PTO laptop from the Coordination and Support budget.

**Motion by:** Peter Bez; **Seconded by:** Laurel Guadazno; **Yea:** 6; **Nay:** 0; **Abstain:** 0

NIGHT TIME LIGHTING OF THE PILGRIM MONUMENT - Laurel Guadazno abstained from the discussion. Ellen Burbank presented.

PMPM is dedicated to find a funding source to pay for the lighting of the monument. Mick Rudd made a suggestion that alternative sources of energy be considered to address a long-term solution. The PMPM will look into the potential of solar or wind energy as an alternative source of electricity for the monument and will look into other governmental programs that offer grants and rebates for these issues. The PMPM will also look into the possibility of locating cellular or wireless facilities on monument property in order to finance the utility costs of the monument. PMPM will further look into several possibilities and report back to the VSB. The VSB recognizes the iconic stature of the Pilgrim's Monument to the town and importance of keeping it lit and will continue to work closely with the PMPM to find a solution to the problem of financing the lighting of the monument.

**MOTION:** VSB moves to ask the grant administrator to investigate possible grants and funding for the Provincetown Waterfront Park.

**Motion by:** Peter Bez; **Seconded by:** Hersch Schwartz; **Yea:** 5; **Nay:** 0; **Abstain:** 1

OTHER BUSINESS

The VSB will hold a Public Hearing to solicit input from the town regarding the design and construction of an Historic and Cultural Walking Trail on Thursday, March 2, 2006, at 5:00 pm. This project will be funded by Tourism Fund dollars in the amount of \$67,500 approved at the April 2003 Annual Town Meeting.

The meeting was adjourned at 12:25 pm.