

**Town of Provincetown
Visitor Services Board
Meeting Minutes of
Tuesday, October 3, 2006
Judge Welsh Meeting Room**

Chairman Lynne Davies convened the meeting at 10:08 AM noting the following attendees:

Members Present: Lynne Davies, Chairman; Kathleen Fitzgerald; Laurel Guadazno; Michael Peregon; Mick Rudd (departed at 11:15 AM) and Hersh Schwartz

Excused Absence: Peter Bez.

Other attendees: Bill Schneider, Administrative Director of Tourism; David Gardner, Administrative Assistant II.

Sandy Turner, Deputy Director, DPW; Don Knuutila, Executive Director, Provincetown Business Guild; and Candice Collins-Boden, Executive Director, Chamber of Commerce

FIVE-YEAR FINANCIAL PLAN

Lynne Davies introduced the agenda item and invited Sandy Turner to discuss the municipal portion of the Tourism Fund Budget. Chair Davies expressed her concerns regarding the Town's operation and maintenance of the Town's infrastructure.

Various members of the VSB commented about the importance of the Tourism Fund investment into the Town's infrastructure to improve the overall visitor experience. Funds should continue to be invested for improvements, including the waterfront park, customer service training, new or additional bathrooms available, art installations and perhaps even beach cleanup.

Ms. Turner stated the DPW has serious constraints and limitations in meeting additional obligations. The budget has been level-funded, and the department has difficulty meeting the basic demands. Contracting the services out has traditionally not been an option because the town has had difficulty finding vendors to respond to the bid requests. DPW has repeatedly asked for additional manpower through the budget process and has been denied year after year. Even when volunteers or contacted services are available, DPW needs to provide support and equipment which strains the department's limited resources.

Ms. Turner indicated that trash barrels are strategically placed throughout town, primarily on Town property, to avoid property owner complaints. Staffing deficiencies often prevent DPW from doing even third barrel pickup on some weekends. At one time, the Town did clean the beaches, but current staffing doesn't allow for this service to be provided.

Mr. Rudd expressed the need to have a conversation on a grander scale with the Administration and the BOS. Instead of constantly debating how the \$35,000 line item within the municipal budget gets spent, we need to discuss how the 55% of the tourism room tax that doesn't go to the Tourism Fund gets spent. Perhaps a visitor industry summit could be considered to raise the level of conversation regarding the budget process and the funding priorities of the town.

In closing, Ms. Turner reiterated there is a cost factor and resource factor involved in every additional request made to the DPW. The budget is not adequate to fund the numerous demands and unforeseen needs of the department. Every time additional demands are placed on DPW, the ability of the department to meet its every day operational responsibilities becomes compromised.

Ms. Davies commented that a summit should be held to discuss the overall budget process in relation to the demands of the visitor service industry on the maintenance of Town property. Discussions with the EDC, FinCom, Chamber, PBG, Town Manager, DPW and BOS should proceed. The VSB should independently

investigate the use of the sheriff department's correctional resources as a means of relieving pressures on the DPW to do routine maintenance on town property. Correctional workers might be tapped as labor to do beach cleanup, or trash pickup, lawn mowing. The VSB should also look into the small pole-mounted trash cans that are found on the east end and obtain and distribute them in areas of Town where trash cans are needed.

In closing, Ms. Davies stated the VSB is seeking to know what the demands of the DPW are in order to help them in getting the proper resources necessary to meet their obligations. The VSB will support the DPW during the budget process to get the necessary staffing and funding for operational expenses. The whole budget process needs to be reexamined to reassess the priorities within town.

HISTORIC WALKING TRAIL

Eric Dray, Chair, Historical Commission; Cherie Mittenthal, Chair, Cultural Council; James Mack, Chair, Beautification Committee; Don Knuuttila, Executive Director, Provincetown Business Guild; and Candice Collins-Boden, Executive Director, Chamber of Commerce joined the meeting.

Ms. Davies gave a brief overview, stating at Town Meeting in 2003, \$67,500 was approved for a Historic Walking Trail. At the same time additional money was approved for an AIDS Memorial and Art in Public Places. The VSB would like to move forward on planning for the Historic Walking Trail.

Michelle Jarusiewicz is looking at Adams Grant funding in order to find a project manager to define the scope and execute the project.

Ms. Collins-Boden asked about the ICON Group, who is coordinating with the Adams Grant on the streetscape plan for Commercial Street. Are we working with that planning and how is the historic walking trail tied in to the streetscape planning?

Mr. Dray stated the Historical Commission has a historical inventory of the town, although much of it is incomplete.

Ms. Davies stated the town needs a consultant to ultimately complete the survey and incorporate the town's historical archives.

Mr. Dray confirmed that the architectural inventory is mostly complete. The art history inventory is in progress.

Mr. Knuuttila stated the walking trail should be designed with the visitor in mind. What the visitor is looking for should be considered.

Next steps include the Adams Grant Task Force/ICON meeting regarding the streetscape project. WiFi should be considered along the way. Money should be set aside for a project manager to execute the project.

DIRECTOR'S REPORT

Further creative development of the second VNR proposed by FOCUS Communications continued last week. The proposed concept will include a historical overview of Provincetown, featuring stories told with narration and illustrated by overlays of still photographs and artifacts, highlighting the rich and steeped history of Provincetown as a whaling and fishing port, birthplace of American theatre and a community that embraces diversity. Montage footage featuring the beauty of fall in Provincetown will accompany footage of the Rose Dorothea replica, Lipton Cup and history preservation project, showcasing the annual lighting of the Pilgrim Monument on November 22nd.

MOTION: Move to approve funding the proposed VNR as submitted by FOCUS Communications on September 20, 2006 not to exceed \$5,500 from the FY07 marketing budget.

MOTION: Michael Peregony; Seconded: Kathleen Fitzgerald; Yea: 5; Nay: 0; Abstain: 0

A press release is being finalized and will be issued this week regarding the cross-promotional initiative with Amtrak and Cape Air to help induce traffic from other key markets to Boston and Provincetown. The pilot phase of this initiative will be implemented through December 11th and resume with additional partnerships with Bay State Cruise Company and Boston Harbor Cruises once fast-ferry service resumes in May 2007.

The contract with *Panorama Magazine* expires in December 2006. The ADT has negotiated a contract renewal with *Panorama* for 16 one-half page four-color ads at the rate of \$606.25 per insertion. This negotiated rate is a significant discount from the regular rate of \$1,445 per insertion. With a circulation of 33,000, this bi-weekly publication is distributed to hotels throughout Boston, Cambridge and Logan International Airport. Included with this proposal are two complimentary issues and a feature story (similar to the extensive coverage we received in the July 31st – August 13th edition of *Panorama*).

MOTION: Move to approve the purchase of 16 one-half page four-color ads in Panorama Magazine during 2007 at the rate of \$606.25 per insertion to be paid from the FY07 marketing budget.

MOTION: Michael Peregony; Seconded: Hersh Schwartz; Yea: 5 ; Nay: 0; Abstain: 0

The contract with *Boston Spirit Magazine* expires with the publication of the February-March 2007 edition. The ADT has negotiated a two-year contract renewal for 12 one-half page four-color advertisements to appear in Boston Spirit Magazine at the average rate of \$1,375 per insertion. This negotiated rate is a significant discount from the regular rate of \$2,250 per insertion. Boston Spirit Magazine is a luxury magazine geared towards a GLBT audience in the greater Boston area. The magazine is published bi-monthly to a growing circulation of 20,000. The demographics include an average age of 39-year-olds (60% men and 40% women). The editorial content is sharp and cutting edge, and no syndicated editorials appear in this publication.

MOTION: Move to approve the purchase of 12 one-half page four-color ads in Boston Spirit Magazine at the average rate of \$1,375 per insertion, to be paid from the FY07 and FY08 marketing budget.

MOTION: Hersh Schwartz; Seconded: Kathleen Fitzgerald; Yea: 5 ; Nay: 0; Abstain: 0

The 2007 Calendar of Events is being developed and will go to the printer on October 16th. A reminder email will be sent this week to event organizers and shareholders requesting they provide information. Cross promotion at the seven consumer trade and industry travel expos scheduled during the next seven months will also be solicited in this communication.

TOURISM OFFICE BROCHURE UPDATE

The ADT met with our graphics designer last week to develop the concept for a new PTO brochure. The brochure will not exceed 20 pages, will include an introductory welcome letter from the Office of Tourism, a variety of compelling photos to showcase the four seasons, arts, culture and history of Provincetown, quotes from journalists and travel writers and a map of Provincetown (which could be pulled out from the brochure). Inserted into the brochure will be the current calendar of events and an updated page listing attractions, hours of operation and website addresses. The ADT received two quotes for printing of this project: \$10,875 for 25,000 copies, and \$12,187 for 30,000 copies.

MOTION: Move to approve the printing of 30,000 copies of the new Tourism Office brochure for a cost not to exceed \$12,187, to be paid from the FY07 marketing budget.

MOTION: Michael Peregony; Seconded: Kathleen Fitzgerald; Yea: 5 ; Nay: 0; Abstain: 0

FIRE STATION 3

The ADT advised the garage door is in disrepair, presents a safety hazard and need to be replaced. He presented a cost estimate to replace and install a new door at a cost not to exceed \$1,200.

MOTION: Move to approve the replacement of the garage door in the former Fire House No. 3 not to exceed \$1,200, to be paid from the FY06 Coordination and Support budget, which will be reimbursed from the future rental fees received from the former Fire House No. 3.

MOTION: Michael Peregon; **Seconded:** Kathleen Fitzgerald; **Yea:** 5; **Nay:** 0; **Abstain:** 0

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APPROVAL OF MINUTES

MOTION: Move to approve the minutes of the September 20, 2006 VSB meeting as submitted.

MOTION: Michael Peregon; **Seconded:** Laurel Guadazno; **Yea:** 4; **Nay:** 0; **Abstain:** 1 HS

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The ADT provided a brief update regarding his recent meeting with Provincetown Police Department's Staff Sergeant.

The meeting was adjourned at 12:40 pm.

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