

**Town of Provincetown
Visitor Services Board
Meeting Minutes of
Wednesday, November 08, 2006
Community Center**

Chairman Lynne Davies convened the meeting at 10:05 AM noting the following attendees:

Members Present: Lynne Davies, Chairman; Kathleen Fitzgerald; Laurel Guadazno; and Hersh Schwartz.

Excused Absence: Peter Bez, Vice Chairman; Michael Peregón and Mick Rudd.

Other attendees: Bill Schneider, Administrative Director of Tourism; David Gardner, Administrative Assistant II; Michelle Jarusiewicz, Grants Administrator; Rex McKinsey, Harbormaster; Don Knuuttila, Provincetown Business Guild; James Mack, Chair of the Beautification Committee; Austin Knight, Vice Chair of the Historical Commission; Andy Pollack, Farmers' Market.

Austin Knight made a public comment on the Special Town Meeting article regarding the sale of the Former Fire Station Number 2. Mr. Knight stated he intends to ask for a continuation of the article until the April Town Meeting in order to allow all appropriate town boards to weigh in on the issue.

UPDATE ON MCC ADAMS GRANT TASK FORCE ACTIVITIES

Michelle Jarusiewicz provided an update on the activities of the MCC Adams Grant Task Force, including two initiatives: The Pilgrim Monument Centennial and the Packaging Workshop Initiative.

A promotional bag will be distributed at the Lighting of the Monument. The PMPM has delayed its seasonal closing to cross-promote the Moonlight Madness event.

A half-day packaging workshop is still under discussion for this calendar year and a more comprehensive workshop is planned for the spring.

ICON has announced the first of two public Charrettes to present design concepts for the Streetscape Improvements project, which will be held on Tuesday, November 28, 2006 at 6:30 PM at the Fine Arts Work Center.

Next year's application for MCC Adams Grant has been drafted. The Adams Grant will not fund capital improvements, but will fund planning and program type expenditures. Scope of the application includes funding to hire a program manager to plan and implement the streetscape improvement program.

The Adams Grant process requires partners. Michelle proposes that the VSB go forward with the streetscape program in collaboration with the Adams Grant Task Force and other partners. The grant funds would pay for the program development, planning and design. The existing seed money for the Historic Trail could be dedicated to actual capital improvements, or improvements that would not be covered under the Adams Grant.

Ms. Davies expressed concern about the process going forward if the VSB must get approval of its plans by the EDC or Task Force. The VSB already has Town Meeting approval of these funds dedicated to the Historic Trail and has a working group already in the process of identifying and planning the improvements.

Ms. Jarusiewicz is seeking the VSB's participation as a partner with the Task Force and other stakeholders for the purpose of requesting the grant. The BOS set up the process in which the development through the Adams Grant will be approved through the Task Force and the EDC. If the VSB would like to move forward on the planning and implementation of the Streetscape or Waterfront park without having to go through the EDC or Task Force, then the BOS would specifically need to approve that process.

Members of the VSB discussed the process that would be required if the project manager was funded by the Adams Grant, and the loss of control over the outcome of the project. The VSB does want to be a partner in the grant process, but does not want to lose oversight of the Tourism Funds already dedicated to the Streetscape Improvement or Waterfront Improvement programs to the Task Force or EDC.

MOTION: Move to include the VSB as a partner in the Adams Grant application process.

MOTION: Laurel Guadazno; Seconded: Hers h Schwartz; Yea: 4 ; Nay: 0; Abstain: 0

FARMERS MARKET

Andy Pollack would like to revive the Farmers' Market in Provincetown. Mr. Pollack has set up a Farmers' Market in Dartmouth and participated in the Provincetown Farmers' Market in 2005. Mr. Pollack owns a farm in Dartmouth and sits on the Dartmouth Agricultural Committee, and is a member of the Southeastern Massachusetts Agricultural Partnership.

Mr. Pollack is seeking to partner with the VSB to revive the Farmers' Market and find a new location other than MacMillian Pier where the 2005 market was located. The rules would be similar to the management of the 2005 market. Mr. Pollack would seek to revive the market based on his experience with the Farmers Markets and his contacts within the agricultural community, but then at some point step aside to allow some other entity to manage the market.

Harbormaster Rex McKinsey did not recommend use of the Bas Relief. The Farmers' Market was discontinued on the Pier because it was a drain on Pier resources and because of a conflict that developed amongst the market participators.

Ms. Davies would like to see a preference for, or at least full participation in the market, from local or Cape farmers. Would also want to insure that the scheduling of the market would not conflict with other Farmers' Markets on the Cape.

MOTION: Move to include the VSB as a partner in reviving the farmer's market at an alternative location with further discussion to work out the details.

MOTION: Lynne Davies; Seconded: Laurel Guadazno; Yea: 4 ; Nay: 0; Abstain: 0

WATERFRONT PARK INITIATIVE

The VSB would like to see the area improved with better landscaping, lighting, benches and public art. Redistribution of the memorial trees around to allow for greater visibility of the waterfront. Cultural and informational kiosks could be included at various points.

The VSB has identified Tourism Funds available for the improvements. An RFP would be sought to establish a Landscape Plan with the remaining funds used to obtain improvement materials, ie: pavers, additional landscaping and benches.

Rex McKinsey announced the Pier Corporation has submitted a grant request for an 80-foot gangway and new courtesy float at the courtesy pier in order to allow handicap access to the waterway, which is adjacent to the improvement area being planned.

Memorial benches could be sought within the RFP to mitigate the costs.

HOLIDAY LIGHTING INITIATIVE

A proposal submitted by the Cape Light Compact to underwrite the cost of new LED string lights for decorating Town Hall was presented by the ADT.

MOTION: Move to approve \$390 dollars from FY07 Marketing Funds to purchase LED holiday lights for Town Hall.

MOTION: Lynne Davies; Seconded: Laurel Guadazno; Yea: 4 ; Nay: 0; Abstain: 0

FY08 GRANT APPLICATION UPDATE

A PDF file of the grant application is under construction and should be available later this week. A list of organizations requesting an application is being compiled and recipients will be provided a copy of the new grant application as soon as it is available.

TOURISM DIRECTOR'S REPORT

The new PTO brochure and 2007 Calendar of Events made their debut at the Travel and Leisure Show in Toronto. A draft letter to the 1,745 property owners identified by the Town's Assessor as "second home owners" was presented by the ADT. Included with this mailing will be the 2007 Calendar of Events.

MOTION: Move to approve re-printing 3,000 copies of the 2007 Calendar of Events at a cost of \$650 and postage not to exceed \$681 to be paid from the FY07 Marketing Budget.

MOTION: Kathleen Fitzgerald; Seconded: Laurel Guadazno; Yea: 4; Nay: 0; Abstain: 0

A new ad has been prepared for the December/January issue of *Boston Spirit* Magazine. The VSB reviewed the proposed ad, which was attached in their Board packet.

At the request of the VSB, the ADT contacted *Bay Windows* to discuss the wedding issue supplement, which is scheduled to run in the February 8, 2007 issue. The PTO is already scheduled to run a one-quarter page ad in that issue. Options include placing an additional ad in the wedding supplement, with costs ranging from \$198.75 for a quarter-page ad, \$373.50 for a half-page, or \$705 for a full-page advertisement.

MOTION: Move to approve replacing the one-quarter page ad contracted to run in Bay Windows with a full page ad in the February 8, 2008 Wedding Issue supplement for an additional cost of \$506.25, to be paid from the FY07 Marketing Budget.

MOTION: Laurel Guadazno; Seconded: Hersh Schwartz; Yea: 4 ; Nay: 0; Abstain: 0

As requested by the VSB, the ADT has arranged for a beach cleanup using inmates from the Barnstable County Sheriff's Office on Wednesday, November 22. At the recommendation of the Harbormaster, the crew will focus on the area by Ryder Street from the Old Reliable (ruins near Whaler's Wharf) east beyond MacMillan Pier. Paul Fanizzi has graciously offered to provide lunch for the crew, which will arrive early Wednesday morning in order to complete the cleanup before high tide that day.

APPROVAL OF MINUTES – OCTOBER 17, 2006

MOTION: Move to approve the minutes of the October 17, 2006 VSB meeting as submitted.

MOTION: Kathleen Fitzgerald; Seconded: Laurel Guadazno; Yea: 4; Nay: 0; Abstain: 0

The meeting was adjourned at 12:27 PM.