

MEETING OF THE VISITOR SERVICES BOARD  
TOWN HALL AUDITORIUM  
JANUARY 6, 2004 – 11:00 A.M.

Present: Steve Melamed, Barbara Rushmore, Lynne Davies, Mick Rudd, Rose Basile

Absent: Michael Van Belle

Absent with excuse: Pasquale Natale

Staff: Patricia Fitzpatrick, Tourism Director; Pam Hudson, Administrative Assistant; Rex McKenzie, Pier Corporation

Others: Michael Noons, Year Rounders Festival; Joe McStowe, Cavalcade of Music; Candy Collins-Boden, Chamber of Commerce

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Mr. Melamed called the meeting to order at 11:02 A.M.

1. **Mr. Rudd moved that Minutes of the November 18<sup>th</sup> meeting be accepted as written. Ms. Davies seconded. So voted: 5 - 0** The Chairman thanked Pam Hudson for her services over the past year. The Tourism Director acknowledged the work done by staff on plans for the Eugene O'Neill conference.
2. Rose Basile will be leaving the VSB on March 1, 2004. She will be replaced by Ellen Freeman, proprietor of Esther's. The Board thanked Ms. Basile for her service and participation.
3. Ms. Fitzpatrick gave the Tourism Director's report. It is attached.
4. Ms. Fitzpatrick will be attending the American Bus Association convention next week. She added that bus tours do contribute significantly to the economy despite the image that they do not. Today's bus tour traveler often uses the tour as an opportunity to explore and then returns on their own to destinations that intrigued them.
5. She also reminded the Board that Tourism office will not be advertising in local media in the coming year. The full-page Holiday ad in LIP fulfilled a full-year contract thereby avoiding a retroactive surcharge for all previous ads due to not fulfilling the terms of the contract. She reported that the Acting Assistant town Manager has inquired as to whether VSB approves all ads. Answer is that the Board approves an overall plan prepared by Tourism Director. Once approved, it can be modified by the Tourism Director to fit changing circumstances.
6. There will be a visioning meeting Wed. Jan 14<sup>th</sup>. All are encouraged to attend. A survey will be published soon by the visioning committee. A task force has been formed to work with the survey and the visioning committee to begin formulating a five-year strategic plan.
7. There will be a bus going to the G&L Expo in New York on the weekend of March 20<sup>th</sup>. All are welcome. The cost is \$99 per person round-trip.
8. The Provincetown International Film Festival would like to hold their event over a continuous period of five days instead of two weekends. **Mr. Rudd moved that the VSB approve their request. Ms. Davies seconded. So voted 5 – 0.** Pam was directed to inform the Town Manager and the Acting Assistant Town Manager.
9. Ms. Davies recognized the five volunteers who decorated Town Hall, giving special mention to Tom from Wa, who went well above the call of duty. Ms. Fitzpatrick presented the idea of a unanimous lighting all over town instead of just the Monument. Lighting is an attraction to shoppers and is an idea that is taking hold throughout the country.
10. Shuttle: Ms. Rushmore called the Board's attention to the memo from Don Richards regarding the grant which reduced the subsidy needed for shuttle. She pointed out that the shuttle is not a financial success on its own. She reminds the Board that the Town would be liable to pay for services if the state decided to back out.

**Ms. Rushmore moved that the RTA be informed that, if there is any hint of a diminution in the state subsidy, the RTA must inform the Town and the VSB so that we can act to cut back services in a timely manner. Mr. Rudd seconded. So voted 5 – 0.**

11. Municipal Grants: Ms. Rushmore questioned whether the VSB can redirect some of the shuttle money that was not used for the shuttle to other municipal grants. Pam Hudson was requested to look into the schedule for submitting municipal Grants to the BoS. Mr. Melamed added that if the VSB seeks approval to move funds from the shuttle line to another line, this request must be brought before Special Town Meeting, which will be in February.

Ms. Rushmore suggested that there should be a formal application process for municipal grants. Mr. Melamed concurred. It was suggested that there be an application, a deadline and quarterly progress reports, as there are for promotional grants. Mr. Melamed asked that Ms. Rushmore submit an outline so that the Board can formalize the process at a later date.

**Mr. Rudd moved that Ms. Rushmore and Ms. Davies bring a finalized recommendation on policy and paperwork for applications for municipal grants to the next meeting. Ms. Rushmore seconded. So voted 5 – 0.**

12. Year Rounders' Festival: Michael Noons informed the Board that this year's total event budget is \$1520, and \$500 is requested from the VSB. Mr. Melamed stated that this event has a precedent of being funded over the past several years.

**Ms. Rushmore moved and Mr. Rudd seconded that the Year Rounders' Festival to be held on March 13, 2004 be funded for \$500 from the FY04 budget. So voted 5 – 0.**

13. Jane Goodall Institute (JGI) event: Mr. Rudd stepped down as VSB member for this item. He explained that he is applying for FY04 funding of \$3,000 now, and has also submitted an application for the following year.

The JGI has relocated its annual event to Cape Cod this year in recognition of all the conservation work done in this area. A major part of convention is closed to the public and will take place at Camp Farley.

There will be a Youth Convention, which includes environmental, artistic and theatrical components, that will be open to the public and will take place at the Provincetown Town Hall on the closing weekend. Students will be brought in from all schools on Cape Cod. Advertising would be placed in traditional media.

Discussion: Ms. Fitzpatrick suggested that this be considered as part of the marketing budget as opposed to event budget. She is willing to help with advertising for day that they are in Provincetown only. They may then want to come back the second year as an event.

A brief discussion ensued regarding whether this event has the potential to grow and to attract members of the public.

**Ms. Rushmore moved that Mr. Rudd work with the Tourism Director, using up to \$2000 from the FY2004 marketing budget, to assist in the marketing of the Young Peoples Decade of Commitment. Ms. Davies seconded. So voted 4 – 0.**

14. Cavalcade of Music: Joe McStowe was recognized. He apologized for the confusion at last year's event due to a death in his family. Last year was not as large as he had hoped due to lack of sponsorship money. The bulk of the money is spent to bring the performers in. He helps each unit with their transportation cost. The performers are paid \$50 to \$125 plus transportation. Parking shows that 8,000 – 10,000 people were in town for the day.

Discussion: Ms. Davies asked whether anything has been done about back-up so that things will go more smoothly if anything happened to one of the key players in the organization. Mr. Melamed supports this event. He sees it as a Pre-Memorial Day Weekend. Ms. Fitzpatrick stated that John O'Neill wants CabaretFest to work with Cavalcade again. Mr. Rudd also supports the event. Ms. Davies reiterated her concern about back-up.

**Ms. Davies moved that \$5,000 be granted from Tourism Fund 2004 promotional budget for support of the Over-the-Line productions Imagine Provincetown event on May 22, 2004. Ms. Rushmore second. So voted**

**5 – 0.**

15. The Board agreed to meet next Tuesday, January 13, 2004 to discuss the municipal grant process.

16. Pier Corporation Municipal Grant requests:

1. Signage request: The pier corporation proposes to hire someone to create an identity for the Pier. **Tabled** until next week due to lack of attachment.
2. Bench request: Benches are a first step toward defining what the transportation area is out on the Pier. The line that forms to board the ferry has been a problem in the past. The benches will help to encourage the line to form from the bench area. Future plans include some sort of covering for rain.

Ms. Rushmore moved that VSB fund the benches for 100% of the amount. Mr. Rudd declined to second as there is no policy in place. Ms. Davies says that there should be a policy that allows for exceptions.

Mr. McKenzie offered that the Pier corporation hopes to have a long-term relationship with the VSB and that a decision does not need to be made today. **Ms. Rushmore moved that her motion to fund the benches be tabled until next week. Mr. Rudd seconded. So voted 5 – 0.**

The meeting was adjourned at 1:15 P.M.  
Next week's meeting will begin at **10 A.M.**