

**Town of Provincetown  
Visitor Services Board  
Judge Welsh Hearing Room  
Meeting Minutes  
Tuesday, February 3, 2004**

Chair Steve Melamed opened the meeting at 10:00AM noting the following attendees:

**Present: Steve Melamed, Chairman; Barbara Rushmore, Vice Chairman; Patricia Fitzpatrick, Tourism Director; Lynne Davies; Michael Van Belle; Rose Basile; Pasquale Natale; Mick Rudd**

**Review of Forthcoming Gay and Lesbian Expo at Javits Center in New York City**

- Motor coach cost - \$1900
- Volunteers will load decorations, etc. at 5:30 AM
- \$95 round trip per person
- Booth will have a Wedding Theme - volunteers in wedding attire
- Aaron Leventman will attend and answer same sex marriage questions
- Contest entries - names and addresses can be taken by Aaron and entered into laptop
- Pay for Aaron's expenses in exchange for his service
- Only booth from Massachusetts means more attention
- Hyannis, Boston, NYC motorcades

**APPEARING BEFORE THE BOARD**

**Lynn Mogell - representing application for Women's Week**

Key Reasons Applying for Funds:

- Promote 20th Anniversary of Women's Week
- Attract younger demographic and new attendees
- More innovative programming
- Represent Provincetown as a welcoming community for same sex weddings
- Pay tribute to founding mothers of organization

Suggestions were made regarding Women's Week putting an extra effort into scheduling exciting events in middle of week for benefit of town particularly the Inns. Also taking care to address rooming houses that are not primarily gay or lesbian so that economic benefit of Women's Week could apply to all.

Marketing approach is questioned and Board is assured that Patricia Fitzpatrick would work with grant to support marketing - not just a projection of expenses but an actual budget.

New publications with a younger and wider market will be looked at. New Web advertising such as RainbowWeddingNetwork.com who PBG has worked with in the past will be looked at.

While VSB wants to support Women's Week in its entirety, it has a dual category - bringing people into Provincetown thereby making money for entire town while being careful not to support Women's Week as a "Women Only" event. Special care has to be paid that the phrase "Women Only" not appear in program guides and ads.

More intellectual events could be incorporated into Women's Week such as the galleries and a Friday Night Stroll.

**Nick Robertson - Managing Director of Provincetown Film Festival**

Corrections are made regarding 2005 dates to reflect Wednesday-Sunday since those have always been the days of the festival therefore change to June 15th - 19th.

**Discussion:**

- Current change of management - P.J. Layng, while no longer management is an advisor. Gabrielle Hanna is new Executive Director
- Festival choices have been right on and cutting edge
- Could Film Fest approach persons regarding availability of otherwise chained parking lots for filmgoers
- There are a high percentage of "sell-out" shows
- Be mindful of VSB logo placement on film schedules and descriptions because it shows the public where we are using their money

### **Curt Rogers and Mark Green - Birdman application representatives**

- Concerns are discussed that Memorial Day-Labor Day is not shoulder season. VSB is primarily concerned with the development of off-season events.

#### **Considerations for Birdman event:**

- Water Temperature
- Tides
- Modification of Schedule

Birdman reps have looked at Portuguese Festival dates as was Pier Corp but were met with resistance.

**Motion: by Lynne Davies, seconded by Michael Van Belle that Birdman to be held on Memorial Day Weekend. 6-0-0-1.**

Curt Rogers, while agreeing that September is a beautiful month for Birdman, is concerned about the interference with other events.

VSB strongly suggests September dates.

### **VSB FY2005 GRANT CONSIDERATIONS**

- Key: For, Against, Absent, Recused.

Moved, seconded and voted:

#### **1. PORTUGUESE FESTIVAL**

**Motion: by Lynne Davies, Seconded by Michael Van Belle to grant \$3,000. 6-0-1-0.**

**Letter:** Instructing that the Portuguese Festival must comply with VSB guidelines specifically in the utilization of the VSB logo on all printed materials.

#### **2. MATES LEATHER**

**Motion: by Lynne Davies, Seconded by Pasquale Natale to grant \$3,000. 6-0-1-0.**

#### **3. CAVALCADE OF MUSIC**

**Motion: by Pasquale Natale, Seconded by Rose Basile to grant \$5,000. 7-0-0-0.**

**Discussion:** Grant is subject to what VSB sees in May. Review will be in June to assess future of grant. Cavalcade of Music needs to work on sponsorship and increasing self-support.

#### **4. PAAM: ALIVE IN 2005**

**Ineligible**

**Discussion:** Application isn't completely accurate and does not conform to VSB guidelines and compliances.

#### **5. FILM FESTIVAL**

**Motion: by Pasquale Natale, Seconded by Barbara Rushmore to grant \$16,000. 7-0-0-0.**

**Letter:** Explaining the fact that although the grant is \$4,000 less than the previous year it is not a penalty but rather due to budgetary restraints. VSB is pleased with the success of the Film Festival but in order to help other applicants it has to be mindful of the budget.

## **6. SWIM FOR LIFE**

**Motion: by Rose Basile, Seconded by Michael Van Belle to grant \$2,000. 7-0-0-0.**

## **7. OSCAR MANIA!**

**Motion: by Michael Van Belle, Seconded by Rose Basile to table. 7-0-0-0.**

**Letter:** VSB will need to receive a marketing budget within 21 days and until then funds will be held in abeyance.

**Discussion:** While connecting Provincetown with film world is positive, February is a tough sell. Possibly tie event in with Film Festival or find better connection to town and venues. Applicant received \$1,000 for "Hurray for Hollywood" event last year and it was positive. Budget needs to address advertising.

## **8. GREAT SCHOONER REGATTA**

**Motion: by Lynne Davies, Seconded by Barbara Rushmore to grant \$6,000. 6-0-0-1.**

**Letter:** Meeting must be arranged between the Regatta Committee and Tourism Director with regard to the marketing plan.

**Discussion:** Event needs to expand its historical and cultural relevance to Provincetown.

Where are they going to spend advertising money? Barry Nickerson is promoting nationally and internationally and thinks our harbor will become a major stopping off point for vessels. VSB needs the Regatta to supply ads that they have run. Concerns expressed regarding how many years will it take until real growth is seen. The public should not be excluded from Regatta parties in the future. Requirements relating to alcohol were not met soon enough to make it a public event in the past.

## **9. CASTLE HILL 'PAINT THE TOWN'**

**Motion: by Rose Basile, Seconded by Barbara Rushmore to grant \$1,500. 6-0-0-1.**

**Letter:** Requesting clarity of dates. Strongly suggesting to change dates to September 17th-19th.

## **10. HOW BIKE TREK**

**Motion: by Barbara Rushmore, Seconded by Rose Basile to grant \$1,500. 7-0-0-0.**

## **11. BIRDMAN**

**Motion: Michael Van Belle, Seconded by Mick Rudd to grant \$5,000. 7-0-0-0.**

**Letter:** Stating that funds are in abeyance until more agreeable dates are found.

Birdman will be reconsidered regarding FY05 funds at the June VSB meeting at which time a final decision will be made.

## **12. WOMEN'S WEEK**

**Motion: by Lynne Davies, Seconded by Michael Van Belle to grant \$5,000. 7-0-0-0.**

## **13. CABERETFEST!**

**Motion: by Pasquale Natale, Seconded by Michael Van Belle to grant \$7,000. 7-0-0-0.**

**Letter:** Advertising needs to be broadened to include Boston, Hartford, New York and New Jersey markets.

## **14. OFF-SEASON GUIDEBOOK**

**Non conforming.**

## **15. PTC PLAYWRIGHTS' FESTIVAL AND HOLIDAY MUSICAL**

**Motion: by Pasquale Natale, Seconded by Michael Van Belle not to grant. 7-0-0-0.**

## **16. FALL ARTS FESTIVAL**

**Motion: by Rose Basile, Seconded by Lynne Davies to grant \$7,500. 6-1-0-0.**

## **17. AIDS SUPPORT GROUP AUCTION AND CONCERT**

**Motion: by Rose Basile, Seconded by Lynne Davies to grant \$2,000. 7-0-0-0.**

**Letter:** A requirement for the grant is that the VSB logo is to appear on all printed materials for the Auction and Concert.

**18. ROOTS 'N SHOOTS YOUTH CELEBRATION**

**Motion:** by Michael Van Belle, Seconded by Lynne Davies to table. 6-0-0-1. **Discussion:** Will revisit in June.

**19. MONUMENTAL YARD SALE**

**Motion:** by Mick Rudd, Seconded by Barbara Rushmore to grant \$2,000. 7-0-0-0.

**20. HOLLY FOLLY**

**Motion:** by Michael Van Belle, Seconded by Pasquale Natale to grant \$5,000. 7-0-0-0.

**21. CONNECTICUT GAY MEN'S CHORUS**

**Motion:** by Michael Van Belle, Seconded by Rose Basile not to fund. 6-1-0-1.

**Discussion:** Event is thriving and not in need of VSB funding.

**22. COUPLES WEEKEND**

**Motion:** by Michael Van Belle, Seconded by Mick Rudd to grant \$4,000. 7-0-0-0.

**Housekeeping Motion** to change date at end of meeting.

**23. OUTER CAPE CHORALE NOVEMBER & MAY CONCERTS**

**Motion:** by Barbara Rushmore, Seconded by Mick Rudd to grant \$1,500. 6-0-1-0.

**Discussion:** There was a logo issue in the past.

**Letter:** Indicating that for future grants to be considered they must agree to utilize the VSB logo on all marketing and promotion materials, as is indicated in the grant process.

**24. ART'S DOOM TOUR**

**Motion:** by Michael Van Belle, Seconded by Rose Basile to table. 6-0-1-0.

**Discussion:** Applicant submitted everything except for a budget. Will table until June meeting.

**25. HALLOWEEEKEND**

Incomplete.

**26. PTF OFF-SEASON MARKETING/ADVERTISING**

Non conforming.

**27. SUNDAY AT 5**

**Motion:** by Barbara Rushmore, Seconded by Rose Basile to grant \$2,500. 6-0-1-0.

28. Duplicate-# not used.

**29. CAMPUS PROVINCETOWN**

**Motion:** by Michael Van Belle, Seconded by Mick Rudd not to fund. 6-0-1-0.

Non conforming.

**30. REP-WEEKENDS WITH PLAYWRIGHTS**

**Motion:** by Mick Rudd, Seconded by Pasquale Natale to grant \$2,000. 6-0-1-0.

**31. FANTASIA FAIR**

**Motion:** by Barbara Rushmore, Seconded by Mick Rudd to grant \$3,000. 6-0-1-0.

**Letter:** to applicant Robert St. Pierre that the event will be open to the general public.

**32. SINGLE MEN'S WEEKEND**

**Motion:** by Barbara Rushmore, Seconded by Mick Rudd to grant \$5,000. 6-0-1-0.

**HOUSEKEEPING MOTION**

Regarding #22 COUPLES WEEKEND

**Motion: by Michael Van Belle, Seconded by Mick Rudd to amend dates as requested by PBG to the weekend after Memorial Day. 5-0-1-0.**

**OTHER BUSINESS**

It was agreed that the Visitors Service Board would meet again on Tuesday, February 10, 2004 at 11:00 AM in the Judge Welsh Hearing Room.

Motion to adjourn by Steve Melamed at 4:25 PM.

Minutes transcribed by Susan Virgilio.