

Town of Provincetown
Visitor Services Board
Judge Welsh Hearing Room
Meeting Minutes
Tuesday December 7, 2004

Present: Peter Bez; Lynn Davies; Ellen Freeman and Barbara Rushmore.

Also Attending: Patricia Fitzpatrick, Tourism Director; Candy Collins-Boden, Provincetown Chamber of Commerce Director.

Excused Absences: Steve Melamed, Chairman and Mick Rudd

Vice Chairman Lynn Davies called the meeting to order at 10:05 AM.

Today's Agenda:

Old Business

1. Vote on revised budget numbers
2. Revisions for Marketing Plan
3. Other Old Business

New Business

1. Tourism Director's Report
2. December Budget Update
3. Other New Business

Motion: To approve minutes from VSB Meetings on November 22, 2004 and November 29, 2004

Move: Peter Bez

Second: Barbara Rushmore

Vote: 4-0-2

Discussion regarding the changes in the proposed VSB five-year plan following the November 29, 2004 BOS meeting.

Motion: To approve the VSB 5-Year Plan as recommended by the BOS on November 29, 2004 using the redistribution of funds presented by Vice-chair, Davies.

Move: Peter Bez

Second: Barbara Rushmore

Vote: 4-0-2

Discussion regarding FY2005 Marketing Budget Expenditures. Strategies for revising the FY2005 marketing plan for the remainder of the year was discussed. The Tourism Director was asked to prepare an expanded matrix reflecting actual costs spent year-to-date and anticipated short rate changes before any new annual advertising contracts are negotiated. In addition, the Board would like the target audiences be identified by media. Ellen Freeman was designated as the point person for this exercise and the Tourism Director would coordinate her efforts with Ellen prior to the next Board meeting. The Tourism Director agreed to have a draft of the matrix to Ellen by December 17. The Board will revisit the FY 2005 Marketing Budget after this information is provided.

Vice Chairman Davies mentioned the PBG is considering a proposal submitted by San Francisco-based Community Marketing, Inc. for marketing and tourism research and planning. This was mentioned as a possible resource as the VSB looks at all options for revising the remaining FY2005 marketing plan and enhancing the FY2006 marketing plan.

The Board discussed the next meeting of the VSB, which will be Tuesday, December 21, 2004 at 10

o'clock. The agenda includes the FY 2005 Marketing Budget.

Discussion regarding the application process for grant applications for FY 2006. The application forms have been placed on the Town website and are available at Town Hall. Public Notices have also run in The Banner and will continue to run for three more weeks. The deadline for submission of applications is December 31, 2004. The Tourism Director recommended the grant application form be submitted with seven copies for the VSB Board to review. The grant application forms and Town website will be updated to reflect this change. The Board members were asked to bring to the December 21st meeting a suggested list of criteria to be included in the grant selection process.

Motion: To delegate authorization to the Tourism Director for individual expenditures under \$400 from the Coordination and Support budget allocations

Move: Barbara Rushmore

Second: Peter Bez

Vote: 4-0-2

The holiday lighting project was discussed. There was significant concern on the part of the Board that the finished project was not as presented and at a cost more than quoted. The Board requested the Tourism Director provide the Board with a breakdown of the expenditures from the company who installed the lighting, what was done, what still needs to be done, a copy of the contract, the agreed upon rates, and an outline of what needs to be accomplished to fulfill the commitment. This will be provided at the 12/21/04 VSB meeting.

Ms. Fitzpatrick will provide the Tourism Directors Report at the next VSB meeting.

Vice Chairman Davies indicated that the budget print outs appear to be incorrect and that more time will be needed to sort out the numbers. The target date for completion is the 12/21/04 meeting.

Vice Chairman Davies indicated she received a call Monday, from Provincetown Florists regarding decorating Town Hall with Holiday Wreaths. The VSB discussed the historical initiatives to decorate Town Hall with holiday wreaths as no one on the Board was aware that this project had been paid by the VSB in the past. The Tourism Director substantiated that RFP process was required before proceeding. The VSB members were concerned about the lateness of the request reaching the VSB especially after the two major events of the holiday season and only 3 more weeks left in the holiday season.

Motion: To not approve money for Town building holiday decorations because of the lateness of the request

Move: Ellen Freeman

Second: Peter Bez

Vote: 3-1-2

Discussion regarding alternative decorations ensued. The Tourism Director was asked to check with Downtown Decorations to see if they would provide the Wreaths since they "owe" us. This avenue was to be pursued before looking at other possible options, one of which was for you to contact the beautification committee to see if they had money to fund the wreaths.

The grant request for Oscarmania was discussed. Vice Chairman Davies doesn't believe enough money exists in the grant budget and recommended that a vote on this be tabled until the next meeting when actual available funds would be known.

Candy Collins-Boden raised the issues of "branding" of Provincetown's image. The Board discussed this matter and agreed to revisit with other members of the business community. The discussion will continue at the next VSB meeting on 12/21.

The meeting was adjourned by Vice Chairman Davies at 12:10 PM.

The next meeting of the VSB will be Tuesday, December 21, 2004 at 10 o'clock.

Minutes submitted by: **Bill Schneider, Tourism Office Assistant**

Stephen Melamed, Chairman

Date