

Town of Provincetown
Visitor Services Board
Judge Welsh Hearing Room
Meeting Minutes
Tuesday December 21, 2004

Present: Peter Bez; Lynne Davies, Vice Chairman; Barbara Rushmore; Mick Rudd; Steve Melamed, Chairman and Ellen Freeman.

Other Attendees: Candy Collins-Boden, Provincetown Chamber of Commerce Director

Excused Absences: Patricia Fitzpatrick, Tourism Director

Lynne Davies, Vice Chairman, called the meeting to order at 10:02 AM.

Today's Agenda:

Old Business

FY 2005 Marketing Plan

Holiday lighting

Grant Budget

Grant Application selection process

Advertising/Branding

Other old business

New Business

Tourism Director's Report

Other New Business

Motion: To approve minutes from VSB meeting on December 7, 2004 as amended.

Move: Peter Bez

Second: Barbara Rushmore

Vote: 4-0-2

Lynne Davies announced that Pat Fitzpatrick's husband passed away last night. Decision to give ten dollars each and send flowers. Mick Rudd collected \$60.

Tourism Director's Report will be postponed to next meeting.

Discussion regarding holiday lighting. VSB members expressed their disappointment with the results. VSB did not get what was promised on bid. Mick Rudd feels that the VSB should not be involved with these kinds of projects. He thinks the VSB should give a grant to the DPW and let them handle it. Lynne Davies reminded the Board that a committee consisting of the Chamber, PBG, the Monument, the VSB, and the Arts, was in place to move forward with the project after the New Year. It was agreed that the report submitted by the Tourism Director was not complete as it was only a report by the vendor. There were many questions for the Tourism Director about the Lighting project. The discussion was tabled until the January meeting.

Discussion regarding FY 2005 Marketing Plan. Pat Fitzpatrick was supposed to send information to Ellen Freeman by last week but that never happened. Table this discussion to January meeting.

Lynne Davies presented a spreadsheet showing grant monies spent to date, money committed, and money available. There is \$31,000 remaining for FY '05 grants.

Discussion regarding Oscar Mania grant that was previously denied and has been resubmitted. Barbara Rushmore feels it is an idea that is worth exploring. As presented, Lynn Davies does not feel it fits the criteria for a grant. The Board members agreed that the application was incomplete and did not demonstrate logistical support of business community, especially during the month of February.

Motion: Move to deny grant
Move: Peter Bez
Second: Ellen Freeman
Vote: 5-1-0

Barbara Rushmore requested that a letter explaining why it was refused be included. This should include asking them to re-review the grant guidelines, include a marketing plan, time of year of event as to available facilities, etc. Lynn Davies agreed to write the letter.

Lynne Davies led a discussion of grant criteria for the selection grid. Ellen Freeman thinks it needs to be kept focused and objective and should be handed out to members prior to discussion. Steve Melamed said they had used something like this in the past, but no one has been able to locate that old version.

Proposed criteria using a rating scale 1-5.

- Does it adhere to our mission statement?
- Marketing plan
- Likelihood of success
- Track record
- Demonstration of logistical support of business community
- Draw capacity
- Identify audience
- Visibility for town
- Good fit for town
- \$ impact to town---visitor length of stay?
- Growth probability-good experience of attendee.
- Would event happen without VSB support?
- How does it fit in overall marketing plan/year?
- Comments

Lynne Davies will type this up and send it to everyone.

Discussion of marketing tagline. "Provincetown, like nowhere else."

Motion: That VSB adopt a tagline for marketing purposes.
Move: Peter Bez
Second: Mick Rudd
Vote: 6-0-0

Motion: That VSB adopt as its official and universal tagline "Provincetown, like nowhere else" for marketing purposes contingent on VSB ability to copyright it.
Move: Peter Bez
Second: Ellen Freeman
Vote: 6-0-0

Discussion: Ellen Freeman thinks we should have a unified tagline. Steve Melamed thinks that whatever is decided on should be used by everyone.

Candace Collins-Boden thinks VSB, Chamber, PBG and Arts community should get together and decide.

Steve Melamed suggested revising previous motion to "VSB adopt a tagline as part of its marketing plan."

Motion: That a committee be established (consisting of VSB, PBG, the Chamber of Commerce, the arts community and retail organizations) to determine guidelines for use of tagline.

Move: Steven Melamed

Second: Ellen Freeman

Vote: 5-1-0

The Tourism Directors report was tabled until the January meeting. At that time the November and December report will be provided.

The meeting was adjourned by Lynne Davies at 12:10 p.m.

Next meeting January 10, 2005 at 10:00 AM.

Minutes submitted by: **Phyllis Lutsky, On-Call Secretary**

Stephen Melamed, Chairman

Date