

VISITORS SERVICE BUREAU
PUBLIC MEETING
Judge Welsh Room, Town Hall
Provincetown MA

TUESDAY, JANUARY 2, 2018

Members Present: Richard Murray (RM), Chair, PGB; Lesley Marchessault (LM), Vice Chair, Arts Com.; Regina Cassidy (RC), Women Innkeepers; Jay Gurewitsch (JG); Andrea Sawyer (AS); Susan Avellar (SA), joined the meeting at 10:12am; Bob Sanborn (BS), on conference call from Palm Springs.

Others Present: Anthony Fuccillo (AF), Tourism Director; Jody O'Neil (JON), Recording Secretary.

The meeting was called to order by RM at 10:00am. The order of the day was announced including the insertion of a presentation by MTI. New VSB member, Andrea Sawyer, was introduced, sitting in on her first meeting. It was announced that questions from grantees would not be fielded during the grant allocation process as all applications had been reviewed by VSB; VSB would ask questions of applicants where necessary.

1. PUBLIC STATEMENTS – Five minutes maximum. Board members are not obliged to respond to public statements.

- a) **John Williams** thanked VSB for its suggestions last month and said he had made sure the World Fest had more input from organizations going forward; requested the full grant request of 3k for Great Music on Sundays which is now in its 20th year and has experienced a downward trend in grant awards over the past five years.

- b) **Robin Lapidus (RL), Executive Director of the Provincetown Business Guild** alerted VSB that she was leaving copies of this year's First Light Festival fliers in the room and that PBG was working toward a shift from an events association to a marketing association.
RL referenced PBG motions and grants on the table today concerning a new June Pride Event and Carnival, a 40 year-old event. RL spoke of a recent LGBT conference she attended in San Francisco where it was made clear that Provincetown serves as a kind of benchmark for other communities looking to be as attractive to the LGBT community, such as Ft. Lauderdale and Israel, and that the town's marketing engine is key.
RL spoke of some grantees that were not funded last year and so did not produce their events, i.e., the Halloween party and same-sex ballroom competition, which is leaving Provincetown after 12 or 13 years; asked the public to give thought to the importance of these events in their lives and how they might be funded, if not through the traditional grant process.

- c) **Camille Ives Beck (CIB), Executive Director of Twenty Summers**, presented an overview of the organization now in its fifth year, and centered at the historic Charles Hawthorne Barn, founded to preserve the Barn and also to retain the legacy of art through public event weekends

and artist residencies with conversations and open studios during its yearly, month-long season, May to June.

CIB referenced a painting class that Twenty Summers has produced in conjunction with Provincetown Art Association and Museum (PAAM), and stated that their events are filmed and recorded on their website and are distributed throughout New England by their partner, xfinity, as well as through local NPR broadcast affiliates, WCAI and WNBY.

In conclusion, CIB said that the grant request for its 2019 season would go for marketing and promotion and thanked VSB for its consideration.

At Susan Avellar's arrival, RM repeated to her the order of the day and made mention of \$25,000 the Board of Selectmen (BOS) had awarded VSB for its FY 2019 grant rounds and that VSB also had some roll-over to utilize. .

d) Martha Tripp (MT), Market Research Consultant and Contractor Greater Boston Area, MTI Marketing Services.

Overview

MT introduced a two-part screen projection presentation, offering a survey that is geared toward those who have already visited Provincetown recently, and those who might visit in the future.

MT said MTI had been tasked with determining the target audience profile to market in the future and to provide input for market programs and messaging. The ten-minute survey would be accessed online through Survey Monkey; accessing 1,000 or more recent visitors sourced from local business e-mail lists in order to achieve a representation that would serve to increase the response rate. MT guessed that a list of about 30k invitations was needed in order to get a response of 1,000 participants.

Another list of 1,000 prospective visitors would be purchased from an online consumer panel that MT will contact; an equal listing of male and female, LGBT and hetero, young and old, with everyone reporting incomes of over 40k.

The next step would be for businesses to be selected for participation and their e-mail lists prepared. After a beta test of 10 or so invitations, the questionnaire will be finalized through MIT and one contact point at VSB; invitation will go out over ten days and then MT will take a couple of weeks to pull together a report with results.

RM reported that over the past 4 to 6 months, VSB has been meeting with the BOS about VSB's marketing procedures; to that end, VSB set aside 35-40k in funds for a visitor's survey as requested by members of BOS to gather statistical data for when votes come up, and to basically reach out to people. He said he hopes to have the survey wrapped up by mid-February.

RM said he worked with AF and Nadine Licostie (NL), Principal of Red Thread Production, VSB's communications agency, behind the scenes in a sequential way to secure the services of MTI and develop a set of questions for the survey that can be reviewed by the BOS so all parties can be in parallel sync. RM said VSB is awaiting word on their request to be put on the BOS' agenda for Jan. 22nd or a date in February.

RM mentioned e-mail lists as a biggest concern, owning that VSB does not have a list numbering 50-60k; will be reaching out to businesses in town, the Chamber of Commerce and non-profits to send out their own lists privately so they aren't required to provide their contacts and get a good cross-sampling.

VSB Feedback

SA asked if the National Seashore could be contacted to that end; AF said they would be.

JG asked MT if the e-mail will have a click to differentiate those who have been to Provincetown and those who have not. MT agreed that would be a good component.

LM said she felt the questions sounded great, asked per the slides if MT had specific questions that MIT hoped would be answered from the overall survey; MIT said, yes, that it would produce a big report.

RM added that three or four businesses had already been contacted with the request to share their e-mail lists.

JG pointed out what he felt were a few major issues with the current questionnaire, based on his background doing surveys and questionnaires while working with marketing firms repeatedly over the years; the first involved several instances of double-barreled questions – posting multiple ideas while looking for one answer; ex., listing multiple activities in one question when they should be broken down into individual questions.

Another example concerned the age-range and RM requested MT include 60 and over.

JG said his main concerns stemmed from items 20 and 21 on the survey and referenced the query point that asked how people heard about Provincetown and the need for the question to be expressed in a more granular way. MT said she needed this feedback from VSB in order to cultivate the survey.

JG noted the lack of children-specific questions on the survey. MT said she cannot list these items if she is not made aware of them.

JG referenced Visitor's Survey section, question #41, and suggested a lot of hackles would go up over that; where the examples for answers are negatives and could lead the survey-taker to conclude Provincetown was a too expensive destination. JG noted that a survey is a marketing tool in and of itself and serves to put ideas into people's heads. JG also said he felt the language used was about ten years out of date.

MT said she wasn't thinking of the survey as a marketing tool and felt that using negatives was a way to avoid people just ticking-off 'agreed' up and down the line. RM backed-up JG's contention that the survey need be crafted in such a way as to make a visitor's stay a positive experience.

RM suggested attention should be paid in the survey to Provincetown's nightlife and attracting younger people to town; referenced the rising profile of the town as an entertainment destination featuring Academy, Grammy and Tony-winning headliners; and to make sure the town is seen as accessible to both those paying \$20 a ticket for an event and those putting out \$500 for a VIP seat.

RM directed VSB members to get their questions to AF by Friday.

RC asked MT what the average time to take a survey online is MT replied that ten minutes is the norm. RC spoke of ways to cut back on the time with the current draft of the survey in hand; ex., the list of options to key how many times one has visited Provincetown.

SA requested “children” be used instead of “kids” and “Provincetown” instead of “Ptown,” which RM supported. SA referenced question #30 on the Visitor’s Survey concerning nightlife, voiced her preference for all-encompassing entertainment, including fine art as opposed to a generic nightlife listing.

RM mentioned the correction to question #30 to include four options: art, nightlife and dancing, live theatre, live cabaret shows.

As one last thing, JG noted the discrepancy where some questions are alphabetized and others are not.

AS spoke about Provincetown as an art colony with 60 or 70-something art galleries that are a major part of our community and asked why questions 21 and 22 couldn’t be combined.

In conclusion, RM said it was good for MT to hear the different flavors of everybody’s concerns as VSB is funded by the room-tax revenues which come from visitors and so seek to be sensitive to their experiences.

AF asked that VSB members notate the survey and survey numbers when sending in their requests and corrections, and introduced the President of the PGB, Fred Latosa-Nicks (FLN), to the mic.

Fred Latosa-Nicks, PBG

FLN advised that, per the survey, various sample sizes, including Millennials, the Gen X demographic and age bracket categories should be facilitated into smaller reports to be an effective marketing tool.

RM backed-up FLN’s contention, citing the PBG’s core of 300+ members and FLN’s perspective as a business owner in town. MT said she would work with the demographic breakdowns as submitted and expressed that currently the survey is national in scope.

LM noted there is a great opportunity here for local businesses to access the survey for their own interests and that this appeal could help to secure their participation.

Presentation of the MIT survey ended at 10:50am.

2. SWIM FOR LIFE & PADDLER FLOTILLA UPDATE. Discussion dependent. Motions may be made. Votes may be taken. (Requested by Jay Critchley)

RM announced that Jay Crichley was not present and moved on.

3. TOURISM DIRECTOR’S REPORT

- a) Approval of media placements, brochures, trade shows – Tourism Director recommends media placements, brochures and other collateral to promote and market Provincetown as a tourism destination, or town representation in trade shows. Other matters that may legally come before the Board not reasonably anticipated by the Chair 48 hours before

the meeting. Discussion dependent. Motions may be made. Votes may be taken.

b) Website

AF said that NL has been fielding proposals to work with outside parties in updating the VS website; is working with a company right now that does specifically destination websites; this would involve an annual fee and provides updates. AF said VSB could get a website for 10k, but questions if that's the way to go.

RM expressed the need to go slowly on the website revamp so as to be as cost-effective as possible.

c) New England Tourism Center

AF referenced Provincetown's placement via a half-page ad with prominent right-side placement in the Massachusetts section of The East Coast Traveler. AF said the ad has been going for a few years and offers great exposure to Canadians who have enjoyed visiting Provincetown for years.

Registration in the New England Tourism also includes representation at nine East Coast Travel shows in Canada and a screen shot at TheEastcoastTraveler.com.

SA made a motion to approve \$2,238.52 US plus Canadian taxes for registration in the New England Tourism Center. AS seconded the motion, and it passed, 7-0-0. SA, AS, RC, LM, RM, JG, BS.

JG asked for click numbers on the digital ad and print numbers. AF said 60k are printed for the paper publication; click counts not applicable, but AF said he would ask for impression numbers.

d) VSB Meeting Schedule

Meeting Schedule discussion began with RM stating that VSB has asked for 6 months to be put on the Mon., Jan. 22nd BOS meeting schedule and another meeting date in February, TBD, but is still waiting word on its participation.

AF's proposed VSB meeting dates going forward are: Tues. Feb. 20th Mon. March 19th; Mon., April 9th; Mon., April 23rd; Mon., May 7th; Mon., May 21st; Mon., June 4th and Mon., June 18th.

RM asked VSB members to get back to AF if they have any conflicts with AF's schedule for the first part of 2018.

RM apologized to Town Manager and others affected by the unusual scheduling of a Tues. morning VSB meeting as it interferes with other meetings schedules, but said this particular meeting was too important to delay, coming after the holidays, as it involves the allocation of grants.

e) Tourism Fund Memo

AF discussed the \$250,489 total Tourism Office (TO) fund number as not being necessarily accurate as some of that money is already allocated;

that out of the \$66,040 in the Coordination category would come the money for the upcoming survey.

RM reported that the five line items in the Tourism Fund Budget are determined by the State and voted on at Town Meeting; they include Coordination; Marketing; Municipal; Grants and Beautification; that the argument has gone on for years as to how much money should be spent in which category, and if certain Tourism Fund monies that are allocated for projects should be absorbed by other departments, such as Department of Public Works (DPW).

AS inquired about the trash barrel painting campaign that was inaugurated some years back and that mandated all barrels would be repainted by 2020, but which has been left uncompleted. JG said he thought it was the Recycling & Renewal Energy board, which he sits on, that launched that drive and they've discussing starting it up again soon. AF confirmed it is the domain of R&R.

f) Marketing

AF reported there is 150k to be spent through the end of FY2018. RM informed that those funds will be doled out through June.

g) Municipal

Currently, \$57,140 is available for use. RM spoke about using Municipal funds for fire works at the July 4th event and the Jan. 1st First Light event, which was launched with help by former VSB Chair, Cathy Nagorski and has been well received for the past three years.

JG said he will forward three suggestions to RM on how to possibly make use of the 57k to be discussed at a future meeting.

AF said that 50k in additional funds is available to use for fireworks in FY19.

h) Grants

AF reported that the \$75,184 in this category has already been allocated; 17.4k is the additional amount to be allocated for grants today.

RN and AF confirmed to SA that unspent funds from one of the five entities gets returned to the Marketing category.

i) Beautification

\$5,052 was listed for available use by the Beautification Committee.

j) IGLTA

AF announced that VSB participation in the International Gay & Lesbian Travel Association (IGLTA) expires Jan. 31, 2018. Annual dues are \$825.00 for a CVB Tourist Bureau with 1-10 employees.

JG made a motion to approve \$825.00 for 2018 dues to the IGLTA. LM seconded the motion and it passed, 7-0-0. JG, LM, RC, RM, AS, SA, BS.

k) Town Hall Lighting

AF reported that the fixtures that have been used to light up Town Hall for the past couple of years have been borrowed from the Pilgrim Monument and are in need of repair and should be then returned to the Monument; new, replacement, equipment is requested to be purchased for the Tourism Office for a cost of \$5,518.88, to be taken from Municipal Funds.

JG made a motion to approve the allocation of \$5,518.88 in funds as so described and to open discussion on covering these expenses. SA seconded the motion and a discussion followed.

JG asked why Chris Racine, Shelly Jennings and MJ Audio aren't paid for their services. RM remarked on the volunteerism of the aforementioned parties operating from a place of good will. JG said that as a matter of principle he isn't comfortable asking artist to work for free. RM said this is something he could take up with AF and Town Manager.

The motion passed 7-0-0. JG, SA, RC, LM, RM, AS, BS.

l) Calendar Brochure

AF solicited feedback on new calendar brochure and how many copies to print; gave cost figures and a time-frame of end of October next year for the preliminary printing, noting that reprints with updates will follow.

LM spoke of initial mages used as picturing people in long-sleeved shirts and how this change specifically promotes the summer season vibrancy.

RM said that while there is always somebody to Monday-morning quarterback, he was really disappointed with the original photographs as depictions of life in Provincetown; that the brochure is an important marketing piece just like the survey and that VSB has been rebuffed for adopting photos that are too provocative; recommends doing a small printing until they can get a consensus.

JG said he agreed, felt just having the Monument on the cover is a good, neutral option and no photos inside for the time-being so a brochure can be out forth expediently, with other photo options to be discussed going forward. JG also remarked that the typeface is too small.

RM gave a short history of the photo-choice process and the prudence in securing an outside marketing firm to unify many opinions.

SA said she didn't like the photographs, would like to see a more generic photo and agreed with JG that the font size was too small, and also suggested a different font.

AS felt the photos were too homogenous, not grabby, that there was no book there; type-size was too small; wondered if one photo on front and one at the end would help clean it up a bit and also cited the need to make monthly distinctions in the calendar copy.

LM agreed, too, per the text size and also didn't feel that VSB should necessarily micro-manage, but recommended sending in suggestions.

RM said he felt a whale coming out of the water is possibly the most boring image in the world; recommends a beautiful, fun, colorful photo of Carnival featuring all-inclusive demographic on the cover, and something more art-oriented for the back page; agreed on too-small text size.

SA concurred with RM that the front cover image should be more colorful, inventive, and to showcase the spirit of the town.

BS said that as he cannot see the images, he would defer to the Board for now but asked if something would be approved now for the immediate need; that is, the New York show expo on Jan. 26-18.

LM made motion to approve \$750 for the printing of 5,000 brochures. SA seconded the motion, and discussion followed.

SA asked if there was enough turn-around time, and was told by AF, two days. AS asked of the printer and RM replied it was a local printer in Hyannis with a good track record. AF responded to JG's question on stock that it would be a higher quality than the dummied version in hand.

The motion passed, 7-0-0. LM, SA, RC, RM, JG, AS, BS.

m) PBG Events Grant

RM initiated a discussion of an innovation he said he'd been working on with LM and AF for the past two or three weeks and that is not on today's agenda; to restrict the producing arm of the PBG to three events: Holly Folly, First Light and a new June Pride event, TBA; this way, the PBG can be awarded their own grant from the VSB and be in charge of their own budgeting needs and the VSB can be better in control of its own funds by making sure they are more evenly distributed throughout town.

It was clarified that VSB does not give any money toward producing Carnival.

AF mentioned that this is a collaborative step where VSB and PGB will work together in promoting town events. RM added that by giving the PBG more autonomy, the placement of ads for example, benefiting their own events can be derived from their budget.

LM made motion to approve 35k for the VSB and PGB to collaborate on the fall holiday events and the new Pride event. SA seconded the motion, and discussion followed.

SA sought clarity on the distinction between the 20k marketing grant that the PGB receives from the VSB and this 35k. LM said the 35k will be to produce and promote the three events described. SA said she felt the motion was a little misleading in that RM is saying VSB will not micro-manage these PBG events and AF is saying they will be collaborative efforts with Red Thread and the Tourism Office.

AF responded that promotion for events needs to start earlier than typical and collaboration is necessary to coordinate marketing where the organizations intersect and that while Holly Folly is a success, town can handle more.

SA said she just wondered how this grant outsourcing will affect other VSB entities.

RC asked if billboard ads will be affected; RM replied that it would be on a case-by-case basis. RC remarked that the PGB has done an amazing job with its events.

RM clarified for JG that the 35k grant is a one-time allocation to come out of the amount that is \$150,167 in adjustable Available Marketing Funds and \$17,400 in Un-used Grant funds (\$167,567, total).

JG asked why the Chamber of Commerce is not involved in any of this; RM said that the Chamber has not been involved in producing any of these events in his 30-year history with the town.

JG asked how much First Light and Holy Folly have been funded for; RM said he thought it was about 6k each, last year; that they've applied for over 60k over the past years; exact numbers not available.

SA spoke of the Chamber of Commerce's financial contributions to events on an as-needed basis.

BS said he liked the concept and was good.

(The actual available balance following the grant discussion and votes was \$34,990) (see notes on page 15)

The motion passed, 7-0-0. LM, SA, RC, RM, JG, AS, BS.

RM excused himself briefly from the room; LM took over the Chair.

n) Roll Call of Un-used Grant Funds from FY2011-2018

1. Recommended motion to close-out 2011 Cape Cod Classic grant balance of \$1,000.

SA made the motion; JG seconded the motion, and it passed, 6-0-0. SA, JG, RC, LM, AS, BS.

2. Recommended motion to close-out 2012 Conservation Commission grant balance of \$10.00.

SA made the motion; JG seconded the motion, and it passed, 6-0-0. SA, JG, RC, LM, AS, BS.

3. Recommended motion to close-out 2012 Fishermen's Memorial grant balance of \$4,000.

SA made the motion; JG seconded the motion, and it passed, 6-0-0. SA, JG, RC, LM, AS, BS.

4. Recommended motion to close-out 2012 Provincetown 10k grant balance of \$12.48.

SA made the motion; JG seconded the motion, and it passed, 6-0-0. SA, JG, RC, LM, AS, BS.

5. Recommended motion to close-out 2013 Bike Advisory Committee grant balance of \$2,978.45.

Discussion: JG asked if the Bike Advisory Committee were aware of this money as he felt certain they'd want to use it. AF replied that this balance is from a grant awarded in 2012 solely for marketing purposes and that it had expired. JG said that with that information he withdrew his objection.

SA made the motion; AS and JG seconded the motion, and it passed, 6-0-0.

SA, AS, RC, LM, JG, BS

6. Recommended motion to close-out 2013 WorldFest grant balance of \$123.76

SA made the motion; AS seconded the motion, and it passed, 6-0-0.

SA, AS, RC, LM, JG, BS.

7. Recommended motion to close-out 2014 Cabaret Fest grant balance of \$3,500.
Discussion: RC asked if Cabaret Fest was applying for a grant for FY2019; AF replied that they were, and that their event in 2014 which was to use this grant money had been cancelled for personal reasons. Rick Murray returned to the room.
SA made the motion; AS seconded the motion, and it passed, 6-0-0.
SA, AS, RC, LM, RM, JG, BS.
8. Recommended motion to close-out 2014 Friends & Family grant balance of \$500.
SA made the motion; AS seconded the motion, and it passed, 7-0-0.
SA, AS, RC, RM, LM, JG, BS.
9. Recommended motion to close-out 2014 Miss Gay MA US of A grant balance of \$31.00
SA made the motion; AS seconded the motion, and it passed, 7-0-0.
SA, AS, RC, RM, LM, JG, BS.
10. Recommended motion to close-out 2015 Campus Provincetown grant balance of \$2,000.
SA made the motion; AS seconded the motion, and it passed, 7-0-0.
SA, AS, RC, RM, LM, JG, BS.
11. Recommended motion to close-out 2016 WorldFest grant balance of \$94.00.
SA made the motion; AS seconded the motion, and it passed, 7-0-0.
SA, AS, RC, RM, LM, JG, BS.
12. Recommended motion to close-out 2017 Ribbons grant balance of \$1,500.
Discussion: LM asked AF if it was a bit too early to close out the following outstanding grant award monies from 2017 & 2018; AF replied that all the bills had been paid and there were no outstanding invoices; that some of the events didn't happen.
SA made the motion; AS seconded the motion, and it passed, 7-0-0.
SA, AS, RC, RM, LM, JG, BS.
13. Recommended motion to close-out 2017 Winter Weekends grant balance of \$102.00
SA made the motion; AS seconded the motion, and it passed, 7-0-0.
SA, AS, RC, RM, LM, JG, BS.
14. Recommended motion to close-out 2017 WorldFest Grant Round balance of \$4.00.
SA made the motion; AS seconded the motion, and it passed, 7-0-0.
SA, AS, RC, RM, LM, JG, BS.

15. Recommended motion to close-out 2017 Miss Gay MA US of A grant balance of \$84.00.

SA made the motion; AS seconded the motion, and it passed, 7-0-0. SA, AS, RC, RM, LM, JG, BS.

16. Recommended motion to close-out 2018 Dead Silence grant balance of \$1,500.

SA made the motion; AS seconded the motion, and it passed, 7-0-0. SA, AS, RC, RM, LM, JG, BS.

RM made a motion to break for meal and resume the meeting at 12:20pm; LM suggested a return time of 12:30pm and it was agreed upon in general.

RM called the meeting's return at 12:30pm and spoke about the grant round particulars: The amount to spend this year is \$132,000 against requests of \$216,425; last year, less than \$110,000 was awarded; grants are due by December 4th and two hard copies delivered to Town Hall; each board member will declare the amount they wish to see awarded and the average is applied for the preliminary round.

4. Review of FY2019 Tourism Grant Applications. Discussion dependent. Motions may be made, Votes may be taken. (Requested by Staff.)

1. 13th Annual International Encaustic Conference: SA: 2k; LM, 2k; AS, 2k; RC, 2k; JG, 2k. AWARD: \$2,000. BS said he was good with 2k.
AS made a motion to approve; SA approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
2. 13th Annual Provincetown Tennessee Williams Theater Festival: RM, 10k; SA: unknown; LM, 10k; AS, unknown; RC, 12k; JG, 10k. AWARD: \$10,000. BS said he was good with 10k.
AS made a motion to approve; SA approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
3. 13th Annual Ptown Classic Women Flag Football Tournament: RM, 500; LM, 1k; RC, \$750; SA, \$750; JG, \$750; AS, \$750; BS, \$500. AWARD: \$750.
SA made a motion to approve; AS approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
4. 14th Annual Provincetown Dance Fest: BS, 1k; SA, \$500; AS, 1k; RC, 1k; LM, 1k; JG, 1k. AWARD: \$1,000.
SA made a motion to approve; AS approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
5. Afterglow Festival: JG, 5k; LM, 4k; RC, 4.5k; AS, 4.5k; SA, 4k, BS, 6k; RM, 6k. AWARD: \$5,000.
AS made a motion to approve; SA approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.

6. Black and Gold Halloween Ball.: RM invited Cathy Nagorski (CN) to present a brand, new event; referenced Marc Jacob's Halloween events of years previous that were met with mixed reactions by the town.
 CN presented; thanked VSB for its work and volunteerism; said event has been wildly successful at one of their hotels in Asbury Park for the past couple of years; they would like it to be an annual event; are working on lining up entertainment or a D.J. and sponsorship from liquor companies and such; planning to offer a \$40 ticket and possibly premium ticketing; Town Hall has been secured for the event, hours to be 8pm to midnight; same PR firm for Asbury Park event will be employed.
 SA, 3k; BS, 5k; AS, 5k; RC, 5k; LM, 3k, RM, 3k; JG, 5k. AWARD: \$4,000/**\$4,500 FINAL.***
SA made a motion to approve; AS approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
7. Cabaret Fest: JG, 3.4k; LM, 3.5k; SA, 3.4k; BS, 3K; SA, 3.4k; BS, 3k. AWARD: \$3,500.
SA made a motion to approve; AS approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
8. Canteen Holiday Market: LM, 1k; RC, 2.5k; AS, 1.5k; JG, 1.5k; SA, 1.5k; BS, 3k; AS, 1k; JG, 1.5k; SA, 1.5k; BS, 3k. AWARD: \$1,500.
SA made a motion to approve; AS approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
9. Cape Cod Classic 2018 (The National Gay Pilots Association): AS, 1k; RC, 1k, LM, 1k, JG, 1k, SA, 1k, BS, 2k. AWARD: \$1,000.
SA made a motion to approve; AS approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
10. Day of the Dead Festival: BS, 1k; SA, \$500; AS, 1k; RC, 2k; LM, 1k; JG, 2k. AWARD: \$1,500/**\$1,700 FINAL.***
SA made a motion to approve; AS approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
11. Girl Splash: BS, 8k; SA, 8k; AS, 8k; RC, 8k; LM, 7.5k; JG, 8k. AWARD: \$8,000.
SA made a motion to approve; AS approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
12. Great Music on Sundays at 5: JG, 3k; LM, 3k; RC, 3k; AS, 3k; SA, 3k; BS, 3k. AWARD: \$3,000.
SA made a motion to approve; AS approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
13. Great Provincetown Schooner Regatta: RM, 11K; JG, 8K; LS, 8K; AS 9.5k; SA recused herself; BS, 9.5k. AWARD: \$9,500.
AS made a motion to approve; RC approved the motion, and it passed, 6-0-0. AS, RC, LM, RM, JG, BS; SA, recused.

14. Mates Leather Weekend: RM, 4.5k; LM, 3.5k; RC, 3.5k; AS, 3.5k; SA, 4k; JG, 4k; BS, 4.5k. AWARD: \$4,500.
SA made a motion to approve; AS approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
15. Miss Gay MASS US of A: BS, 3k; SA, 3k; AS, 3k; RC, 3k; LM, 3k; JG, 3k. AWARD: \$3,000.
SA made a motion to approve; AS approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
16. Mr. New England Leather: BS, 3k; SA, 3k; AS, 3k; RC, 3k; L, 3k; RM, 4k; JG 4k. AWARD: \$3,000.
AS made a motion to approve; SA approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
17. Outer Cape Chorale Concerts: RM recommended awarding 2k and all were in agreement. AWARD: \$2,000/**\$2,200 FINAL.***
SA made a motion to approve; AS approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
18. Paint the Race: RM, 0; LM, \$500; RC, \$500; JG, \$500; AS, \$500; SA, \$500, mentioned they are aligned with the Regatta; JG, \$500. AWARD: \$500.
SA made a motion to approve; AS approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
19. Peregrine Theatre Ensemble: RM said it's good to keep in mind there are so many theatre companies in town and that VSB not have the appearance of being partial to any one. BS, 2k; SA, 2k; AS, 2k; RC, 2k; LM, 3k; JG, 2K; RM, 2k; AWARD: \$2,000.
AS made a motion to approve; SA approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
20. Portuguese Festival: RM, 8k; JG, 8k; BS, 9k; AS, 8k; RC, 8k; SA recused herself. AWARD: \$8,000.
AS made a motion to approve; RC approved the motion, and it passed, 6-0-0. AS, RC, LM, RM, JG, BS; SA, recused.
21. Provincetown Book Festival: RM, \$500; JG, 2K; SA, \$500; BS, 1k; AS, \$500; RC, 1k; LM, 1k, AWARD: \$1,000/**\$1,500 FINAL.***
SA made a motion to approve; AS approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
22. Provincetown Cares Women's Healthcare: RM, 0; SA asked if the event was connected to Helping Our Women; RM said he wasn't sure, LM said they do give money to HOW; BS thought it was out of VSB's scope. BS, 0; SA, 0; AS, 0; RC, \$500; LM, 1k; JG, \$500. AWARD: \$500.
AS made a motion to approve; SA approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.

23. Provincetown Coastal Rowing Regatta: RM said the grantee was asked if the event was to be extended to 2 days; AF said he has not heard back; RM said he felt it was a good event to build on. AS discussed event, suggested the numbers were down last year. BS, 4K; SA recused herself as a member of the PYC; AS, 3k; RC, 2.5k; LM, 3k; RM, 3Kk; JG, 3k; AWARD: \$3,000.
AS made a motion to approve; RC approved the motion, and it passed, 6-0-0. AS, RC, LM, RM, JG, BS; SA, recused.
24. Provincetown International Film Festival: RM, 20k; RM cited the PIFF's 20+ years in town, that they are expanding with a women's media center, and of the opportunity to reward people who stay open year-round, giving back to the community. AS said her first volunteer gig in 2012 was at PIFF and she returns each year. JG, 20k; LM, 19k; RC, 18k; AS, 20k; SA, 20k; BS, 20k, AWARD: \$20,000.
AS made a motion to approve; SA approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
25. Provincetown Inspiration Week: JG, 1.5k; LM, 1k; RC, 1k; AS, 1.5k; SA, 1k. AWARD: \$1,000. BS said he was fine with 1k.
SA made a motion to approve; AS approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
26. Provincetown Swim for Life: RM suggested this event was one of those long-standing events that shouldn't even have to be discussed and suggested maximum funding at 2k; all agreed. AWARD: \$2,000.
SA made a motion to approve; AS approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
27. Ptownie – A Community Media Company: BS said he felt what they do is great, but asked if the work was being outsourced, that the TO or PGB should be doing this. BS, 2k; SA, 0; AS, 2.5k; RC, 5k; LM, 1k; RM, 1k; JG said he was frustrated as the Town should be doing this; went in for 1k. AWARD: \$1,000./**\$1,200 FINAL.***
AS made a motion to approve; SA approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
28. Single Women's Week: BS, 6k; SA, 5k; RC, 6k; AS, 5k; LM, 5k; JG, 6k. AWARD: \$5,500.
SA made a motion to approve; AS approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
29. Twenty Summers: RM said he strongly encouraged his fellow VSB members to consider this new grant. RM, 2k; LM recused herself; RC, 3k; AS, 2.5k; SA, 2k; BS, 2k; JG, 2k. AWARD: \$2,000/**\$2,500 FINAL.***
AS made a motion to approve; SA approved the motion, and it passed, 6-0-0. AS, SA, RC, RM, JG, BS; LM, recused.

30. The Women's Media Summit: New event; BS asked for how many attendees; RM said he thought hundreds. BS, 2k; SA, 2k; AS, 2K; RC, 2k; LM, 3k; JG, 2.5k. AWARD: \$2,500.
AS made a motion to approve; SA approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
31. Women of Color Weekend: JG, 6k; RM, 7k; LM, 5k; RC, 6.5k; SA, 5k. BS, 6k. AWARD: \$6,000.
AS made a motion to approve; SA approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
32. Women's Week: RM, 10K; LM, 9k; RC recused herself; AS, 9k; SA, 10k; BS, 10k; JG, 11k. AWARD: \$10,000.
SA made a motion to approve; AS approved the motion, and it passed, 6-0-0. AS, SA, LM, RM, JG, BS; RC, recused.
33. WOMR Benefit Film Series: RM recommended putting down 1k; VSB voiced its agreement. AWARD: \$1,000.
SA made a motion to approve; AS approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.
34. WorldFest: RM recommended granting the full request of 1k; VSB voiced its agreement. AWARD: \$1,000.
SA made a motion to approve; AS approved the motion, and it passed, 7-0-0. AS, SA, RC, LM, RM, JG, BS.

AF reported the total Tourism Grants awarded in the preliminary round stood at \$130, 250, with \$2089 left to spend.

RM directed VSB to suggest their top 3 grantees that they'd like to give more money to in the final round. It was read as follows:

BS: Halloween Ball, Canteen.

SA: 20 Summers, Peregrine, Outer Cape Chorale.

AS: Outer Cape, Canteen, 20 Summers.

RC: 20 Summers, Enhancement, Halloween Ball.

LM: Peregrine, Outer Cape Chorale.

JG: Day of the Dead; Provincetown Book Festival; Halloween Ball

RC spoke on behalf of Ptownie as the only organization that's out there promoting events.

* RM asked if VSB can give another \$500 to 20 Summers; \$500 to Provincetown Book Festival; SA suggested \$500 more to the Black and Gold Ball. \$590 was then divided up as such: \$200 for Outer Cape Chorale; \$200 for Day of the Dead; \$200 to Ptownie, and RM said he'd make up the \$10 shortage. (The difference of \$10 will need to come out of the PBG proposed grant of \$35,000 and will be for \$34,990.)

RM asked for a motion to approve the 34 grant allocation and motions were made as reflected in the decisions above.

5. Board Member Statements – comments from Board Members. Discussion dependent. Motions may be made. Votes may be taken.

RM remarked that the grant round was conducted in less than one hour which had never been done before.

JG asked when a discussion would follow on the TO Reserve Fund. RM recommended delaying a discussion on the TO's Memo items, pp. 5-6 in the day's guide, until the next meeting as the current presentation was confusing. JG said he felt that VSB needn't wait for the BOS to direct them by fiat what it should do with their funds.

AF referenced the line item on the Town's budget for Tourism Fund #1407, and that the TO puts together five year plan to address projections. AF said that currently there are unallocated finds in the account of \$821,001.

RM gave a brief history on the percentages of the Town budget directed toward the TO in the past; said he advised waiting for the BOS to convene on VSB's plans so that all parties are on the same page.

SA sought clarity where the Town is permitted to change the percentage awarded to the TO by an article put on the Warrant. RM concurred and added the need for a rainy day fund for bad weather, and such.

JG sought clarification that the 821k is reflected in the 35% awarded to the TO and what is the unassigned figure after deductions for allocated funds. AF replied that the appropriation of 400k into a reserve fund would mean that the Town cannot then re-direct those funds. LM remarked that working with BOS going forward would serve to safeguard those TO funds.

RM suggested that the Provincetown 400 campaign will try to usurp some of the 400k, and to bear in mind that what is done with the 400k can only be decided on the floor of Town Hall, but he would love to keep 400k in a reserve and maybe kick another 100k back to Marketing, leaving 50k for the town to do with as it wishes. AF clarified that the 250k is not subtracted from the 821k as they reflect funds already allocated, or to be assigned. RM advised VSB to be pro-active in directing the funds.

Discussion turned to the AC/heating and seating issues at Town Hall and upgrade needs. JG referenced a discussion ongoing and with Town Manager, David Panagore, to create a divide on the main floor for smaller events at Town Hall. RM felt the discussion should be restricted to chairs.

Following the discussion on the Reserve Fund, *SM made a motion to recommend to the BOS that the VSB place \$500,000 in unallocated tourism funds in a Reserve Fund for the TO. AS seconded the motion, and it passed, 7-0-0. SA, AS, BS, RC, LM, RM, JG.*

SA made a motion to recommend to the BOS that the VSB place \$100,000 in unallocated funds into Marketing under the direction of the

Tourism Director, AF; AS seconded the motion, and it passed, 7-0-0. SA, AS, BS, RC, LM, RM, JG.

LM made a motion to recommend to the BOS that up to \$150,000 in TO funds be set aside to purchase new chairs at the Town Hall auditorium; AS seconded the motion, and it passed, 7-0-0. LM, AS, SA, RC, RM, JG, BS.

Discussion turned to a new article that concerned a new composition of the VSB which, RM advised, should be left to the BOS to decide as it best reflects the demographics required for proper representation.

AF checked on availability for the possible joint BOS Jan. 22nd meeting. SA, AS, LM and JG are all available; RM, BS and RC are not.

RC departed the meeting at 1:55pm.

LM read from a memo to the BOS from VSB regarding the composition of the seven seats of the VSB, to see if the BOS will meet with the VSB to discuss the option for the Town to amend it's vote on Article 64 at the April 5, 1999 ATM relative to the composition of the board.

BS asked why the VSB is driving the composition of the board, which BOS will consider their purview. RM said it would be beneficial to press the issue now.

JG made a motion to meet with the BOS on the review of Article 64; RM seconded the motion and it passed, 6-0-0. JG, RM, SA, AS, LM, BS; RC, excused.

JG made a motion to approve the VSB meeting minutes of Nov. 27, 2017; AS seconded the motion, and it passed, 6-0-0. JG, AS, SA, LM, RM, BS; RC, excused.

JG made a motion to adjourn the meeting at 2:08pm; LM seconded the motion, and it passed, JG, LM, SA, AS, RM, BS; RC, excused.

Respectfully Submitted,

Jody O'Neil