



Town of Provincetown
The Visitor Services Board
Meeting Minutes - June 4, 2018, 3 p.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA

Start Time: 3:03

Attending – Rick Murray, Chair; Jay Gurewitsch, At Large; Susan Avellar, Provincetown Chamber of Commerce; Robert Sanborn, At Large, Andrea Sawyer, At Large; Regina Cassidy, At Large, Women’s Innkeepers

Absent: Regina Cassidy, At Large, Women’s Innkeepers; Lesley Marchessault, Vice Chair;

Staff: Anthony Fuccillo, Director of Tourism; Nina McCormack, Assistant Director of Tourism

Minutes:

1. Public Statements - Board members are not obligated to respond to public statements

- None

2. Review of Joint Meeting with the Board of Selectmen on May 29, 2018

- JG felt we accomplished a fair amount and there is a long way to go but direction was nice. He was frustrated with having our grant process challenged when we worked so hard. I understand oversight and understand our process but I didn’t feel that it was appreciated. I think there is now a greater understanding.
- BS agrees with JG. It was a 5 hour meeting and we only got 2 motions approved. We all spent time and effort, and we have had joint meetings but this was this first time in over a decade that we did not have everything approved. We put in a lot of time and effort and there was micro-management and distrust (hope that’s not the case). Our objective is to get all the motions approved for the sake of the town and the economy.
- AS stated that her first meeting was January 2nd and was taken by the wholeness of the process and the beauty of the process. There was consent on all levels. It was a positive meeting and the joint meeting felt like our work was picked apart and it hurt.
- RM stated that he echoes his neighbors. He was challenged and we should not be publically challenged.

(SA arrived at 3:19)

- RM reviewed the meeting dates with SA; SA may have trouble arriving on time for summer meetings because of work obligations.
- SA stated that it is important that when we have differences that we work together to resolve them in a more cohesive manner. As to the comments that were made as to how we make our decisions... we need to take a better look at the timing of the events. We may need to take a look at how we formulate our policies with events.
- JG asked if there is a plan to get them approved. RM stated that the staff will be on the agenda at the next BofS meeting and he and SA will be in the audience.

3. Tourism Director’s Report

- AF was not present and NM stated that there are no requests for motions at this time.
- RM requested that the \$5,000 for photographers be included in the budget for the next meeting.
- NM stated that the Selection Committee for the Website has been confirmed. There will be five people on the committee; one facilitator; and a non-voting advisor. Committee members include: Rick Murray, VSB Chair; Jay Gureitsch, VSB at Large; Beau Jacket, MIS Director; Kristine Mitchel-Hughs, Cape Cod Chamber of Commerce, VP Marketing; Tony Fuccillo, Director of Tourism.

Summer/Fall VSB Meetings

- The summer schedule will be:
 - July 16, 2018 at 3 p.m.
 - August 6, 2018 at 3 p.m.

4. Board Members' Statements—comments from Board members. Discussion dependent. Motions may be made. Votes may be taken.

- BS felt that the June Pride event was a good first step and the art installation was incredible. It made people feel proud and he gives credit to the PBG. This is a perfect example of how grant money can bring people to town (even though this year the PBG received no grant money for Pride). Between Pride, Women of Color and Cabaret Fest, there were more people in the streets this year compared to last... I heard many businesses were up this weekend compared to last year, for example I heard the Boatslip was double what they were this weekend as to where they were last year. Relating to the PBG he thinks about the joint meeting, a lesson learned is we may have made a misstep by rolling them all into one big grant. Our objective was noble but it caused unnecessary questions. When he stopped to think about the PBG and why they were getting a bigger grant, it is because they are a unique – they are broad based in marketing and they also do grass roots target marketing. They are the ongoing event producer of Holly folly, First Light, Carnival and Winter Weekends... and they are a new event producer with Pride. They are one entity that performs many different rolls.
- SA loved laser show. It would be great if we could have red/white/blue for July 4th! Let's do it for all the events. It was a terrific mix of people.
- RM stated that we don't do this for personal gain, we do it for the betterment of the town.
- AS felt the weekend was terrific and there were all kinds of mixed people Saturday night. There was event at a local B&B and they ran out of chairs for a Woman of Color event. That's a positive thing. Loved the Lasers - Best new thing in town for the first time in a long time! But does not think they should be used for every event.
- JG - Congrats to Robin of the PBG and he was glad Pride happened. There is still a need for it...we still need gay rights and equality. There is still work to do! People look to Provincetown as the way the world ought to be. And we need to hold it high.
- RM stated that there were younger kids in town this weekend. This is a positive example. It was a positive first weekend. This event combined a different group of demographics.

Motion to approve the Minutes from April 17, 2018 VSB Meeting

Motion: SA

Second: AW

Motion approved 5-0; Motion Carries

Motion to approve the Minutes from May 7, 2018 VSB Meeting

Motion: SA

Second: AW

Motion approved 5-0; Motion Carries

Motion to approve the Minutes from May 23, 2018 VSB Meeting

Motion: SA

Second: AW

Motion approved 5-0; Motion Carries

Motion to Adjourn

Motion: BS

Second: JG

Motion Approved 5-0; Motion Carries

The Meeting was adjourned at 3:47 p.m.

Respectfully Submitted,

Nina McCormack
Assistant Director of Tourism