



**Town of Provincetown  
The Visitor Services Board  
June 15, 2020, 3:00 p.m.  
Town Hall, Judge Welsh Room  
260 Commercial Street, Provincetown, MA**

**The Visitor Services Board:** Jay Gurewitsch, Chair; Regina Cassidy, Vice Chair; David Burbank, At Large; Susan Avellar, At Large; Andrea Sawyer, At Large; Rick Murray, At Large; David Wilson, At Large

**Attending** – Jay Gurewitsch, Chair; Regina Cassidy, Vice Chair; David Burbank, At Large; Andrea Sawyer, At Large; Rick Murray, At Large; David Wilson, At Large

**Excused Absence:** Susan Avellar, At Large

**Staff:** Anthony Fuccillo, Director of Tourism; Nina Cantor, Assistant Director of Tourism

**The Visitor Services Board** will hold a meeting on **Monday, June 15, 2020 at 3:00 PM to 5:00 PM. NOTE: THIS IS A REMOTE PARTICIPATION MEETING**

Pursuant to Governor Baker's March 12, 2020 Order Suspending Certain Provisions of the Open Meeting Law, G.L. c. 30A, §18, and the Governor's March 15, 2020 Order imposing strict limitation on the number of people that may gather in one place, this meeting of the Provincetown Visitor Services Board will be conducted via remote participation to the greatest extent possible. Specific information and the general guidelines for remote participation by members of the public and/or parties with a right and/or requirement to attend this meeting can be found on the Provincetown website, at <https://www.provincetown-ma.gov/>. For this meeting, members of the public who wish to watch/listen and participate in the meeting may do so in the following manner:

1. Watch on PTV GOV Channel 18, as well as an online livestream of PTV GOV at <http://www.provincetowntv.org/watch.html>
2. To listen and participate in this meeting, dial **(833) 579-7589**. When prompted, enter the following Conference ID number: **449 219 42#**. When prompted, state your name, then press #.
  - Keep your phone muted at all times when not talking
  - Do not use speakerphone
  - Do not use Bluetooth devices
  - Mute all background noises
  - Mute PTV on the television or computer and use only the phone audio
  - Please do not speak until the chair or the meeting moderator asks for public comments or questions.

**No in-person attendance of members of the public will be permitted**, but every effort will be made to ensure that the public can adequately access the proceedings in real time, via technological means. In the event that we are unable to do so, despite best efforts, we will post on the Provincetown website an audio or video recording or other comprehensive record of proceedings as soon as possible after the meeting.

### 1. Public Statements

#### **Robert Sanborn, Executive Director, Provincetown Business Guild (PBG)**

- I want to thank the Town and business owners on reimage how we do business. It was nice to see activity in the streets this weekend with no crowds or belligerent behavior.
- Thank you for ramping up the current ad campaign plan. I want a copy of the plan. Please consider edgier and sexier images.
- The PBG we would like to request funding for the matching grants for PBG and LGBTQ Center. We want money for the Carnival grant even though we won't be holding the event.

#### **Ken Horgan, Owner, Pilgrim House**

- We opened this weekend for accommodations and food and beverage. Thank you for the shift in the pivot in the marketing campaign. I am concerned the dueling messages that Provincetown is not welcoming that has been in social media comments. But as a business owner, the numbers were promising and we are starting to





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4. **FIVE DAYS IN JUNE is a virtual celebration on social media of all of the Provincetown Film Society – Rick Murray**
  - Not discussed
  
5. **Director's Report**
  - **Public Relations**
    - June 8, 2020 - Provincetown is Open for Business
    - NECN in process of publishing a story on reopening and PRIDE including video
    - June 9, 2020 - 2020 PlacesForBikes - Provincetown ranked #16 in the country
    - Edge Media Network working with Gayle Conran on a story including images
  
  - **Group Tours**
    - Provincetown receives about 800 busses annually
    - The bus tours coming to Town are important to the overall economy
    - Bus Tours have been on hiatus this spring and most likely will remain on pause through the summer. Tour operators currently have busses scheduled to come to Cape Cod in the fall. September and October are two of the most important months for the Group Tour business on the Cape and Provincetown is a fortunate recipient of most of these busses.
    - The tour operators have been reducing the capacity of each coach to 50% which equates to 24 passengers
    - The Board of Health will support these businesses through a planned approval process of each Tour Operator and provide the necessary organization needed to practically support the Group Tour business.
    - BOH will work with them to approve their plans and provide Provincetown's safety and organizational systems to support them such as the details for bus arrivals, parking, disembarking and boarding are all specifics the BOH will provide with the approval of plans.
  
  - **Tourism Office Information Center**
    - The Freeman Building will remain closed to the public until further notice
    - An external Visitor Information window will be in place next to the front door of the Freeman Building
    - The staffing remains pending based on the status of Senior Volunteer Program
    - The information window schedule is planned for 9:30 am to 5:00 pm seven days a week
  
  - RM stated the Select Board can tap those funds if needed to give to the PBG.
  - JG stated that we cannot ask them to take money from the reserve to give away – just into the tourism fund. Marketing and business events and activities only. The funds would be released just to the VSB. In theory, we do not have the leeway to give grants out. But the terms are vague and are watching tapes to understand the policy better
  - We should not be spending money now to give to the PBG – we know we are going to need that money to support tourism for a later date.
  - DB – I would say FY21 – without knowing what our income will be is it very important to hold onto the money. If our revenue budget doesn't come and taxes aren't there we won't be able to showcase anything
  - RM – I am doing what I have been asked to do this. If the majority of the Board does not want to tap into those funds then so be it.
  - JG – They counter proposal to the PBG – if there is no momentum to support the campaign, as a PBG member myself, perhaps each member will donate \$100 to the PBG and you will have a large sum of money
  - RM asked JG to put it in writing and he will present it to the PBG Board

