



**Town of Provincetown
The Visitor Services Board
July 23, 2020, 10:00 a.m.
Town Hall, Judge Welsh Room
260 Commercial Street, Provincetown, MA**

The Visitor Services Board: Jay Gurewitsch, Chair; Regina Cassidy, Vice Chair; David Burbank, Clerk; Susan Avellar, At Large; Andrea Sawyer, At Large; David Wilson, At Large; Stephen Hooper, at Large

Attending – Jay Gurewitsch, Chair; Regina Cassidy, Vice Chair; David Burbank, Clerk; Susan Avellar, At Large (late arrival); David Wilson, At Large; Stephen Hooper

Absent: Andrea Sawyer, At Large

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

JG – 10 a.m. - Call to Order

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: **418 291 760#**. 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 believe that Tourism is vulnerable, in particular LGBTQ tourism, as a result of the pandemic. I know the budget is on the discussion, and I am not sure where cuts will be, but I want to be sensitive to anything that could further jeopardize tourism especially LGBTQ tourism.



2. Five-Year Plan Budget Revisions

- AF – The Five-Year Plan is updated from the last summer/fall and was presented in November and approved.
 - However, now that we have revenue concerns, the Director of Finance did projections based on reductions on revenue and what the anticipation is for money being deposited for FY21.
 - Originally the budget was \$840,000 based on the last projections and now the latest projection is \$705,000. We need to work with that number and decide how you would like to break it out in the plan.
- JG – Tony and I worked on this once we got the \$705,000 and I suggest we don't push back. We won't get the next deposit until October which is after Town Meeting. We came up with a way to make \$705,000 work. We can't take a penny out of marketing. \$450,000 won't change our marketing at all.
- SH read a statement regarding his concern of the lack of LGBTQ Tourism and the need to strategically target LGBTQ moving forward. As the PBG representative, he is stating the importance of not cutting PBG funding. Suggestions of areas to cut the budget were also read.
- JG – We will discuss ideas and then have a discussion before the grant discussion of what we have remaining and then we will have a meeting right after Town Meeting.
- As far as grants, we can roll the FY20 remaining funds over if we want to. If other spring events do not happen that money would also be rolled back into the grant budget.
- AF and NC – explained that the FY21 grant process is already in motion and applications have already been approved. We will meet again after Town Meeting to adjust the grant awards.
- JG - matching marketing grants are my top priority. JG continued:
 - Beautification – is \$0
 - AF – The Public Landscaping Gift Fund has \$19,000 in that fund so we can skip them for a year
 - Coordination – there wasn't much to cut
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- **JG - Made a motion to budget \$450,000 for Marketing for FY21**
- 2nd DB

Discussion

- SH – In my previous career I worked with a big budget, I think it is unrealistic \$450,000 because I am so worried about the grants for the PBG. We can shave off \$2,000 to 5,000 of the line items. My goal is to get \$34,000 set aside for the PBG. I want to do a special budget.
- JG – Do you mean \$34,000 over and above event and marketing grants for the PBG? SH – I would like \$34,000 set aside for the PBG. It is vital that we have it. JG – where would that line item come from? SH – Out of Marketing. JG – is that legal? AF – you would have to move money from marketing to grants. SH – We rely on those grants and can't lose them.
- DW – What is the PBG number today? Do we know?
- SH – I am not asking for additional money for the PBG. I'm asking that they receive the original recommended amounts for FY21. I want to be sure there is money in the funds to cover them.
- RC – how much is put aside for the matching grant awards? AF – almost \$60,000. RC – and who is on the list. NC read the list. RC – if we bring the budget down to what they are looking for can we still fund the matching grants. JG – Yes and Matching Marketing Grants are more important than events right now.
- Jay – who is under contracts? How much is required to fulfill?
 - AF listed: ConranPR; Bellweather; MutliView – they total \$285,000.
 - JG – look at the whole package -
 - SH – we can shave money under Social Media, online publishers, and print and radio, video, and outdoor advertising. That brings it to \$330,000. And perhaps graphic artists too.



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- DB – Matching grants seem to be covered at this point as we are laying out. Our marketing funds and our funds are geared toward the LGBTQ population. It's already being used for that. I understand that the PBG wants their funding but we need to encompass our marketing dollars to many areas of the population. It is counter intuitive as to what the Town does as a whole.
- JG asked SH what is amended motion would be?

SH - Motion to Amend JG's motion to make the FY marketing funds \$416,000.

2nd SA

Discussion:

- SA – When you talk about the PBG budget are you talking about events? Are you including them in the grant idea? SH – yes – my statement is concerned that LGBTQ is distressed. SA – not in my neighborhood. SH - People come here for the LGBTQ are not coming and we want to be sure we have enough money through marketing grants that we are covered. Let's move money from marketing to grants. SA – I do agree. The events do bring people to town. They have targeted lists. I agree with your point.
- RC – DB said it better than what I want to say. I understand everyone is worried, but I am concerned about cutting overall marketing for the whole Town. We have thought about it long and hard about what we thought will be necessary. We will be doing matching grants. I am opposed to stripping the marketing budget, but I do appreciate what SH is trying to do.
- AF – We have already committed a total of \$325,000 which only leaves \$125,000 for marketing which would only leave \$91,000 for the department to use for the remainder of the year.
- DW – having been through the process, I feel like this conversation should move to a time when we talk about grants. \$34k can added or shaved at that time. I am going to stay with the \$450,000.
- SH – nothing else. I respect everyone's opinion.
- JG – having a conversation with Dave Abrahamson about budgets, I would not expect the SB to cut our budget any further than when we have submitted. How we divvy it up is up to the VSB.

Roll Call on the amended motion:

RC – no; SA – no; DB – no; DW – no; SH – yes; JG – no;

Motion: SH 2nd: SA 1-5-0

Motion fails

The VSB recommends a total of \$450,000 of the Tourism Fund for marketing.

Roll Call

RC – Yes; SA; DB – Yes; DW – Yes; SH – No; JG – Yes;

Motion: JG 2nd: DB Vote: 5-1-0

Motion Carries

The VSB recommend a total of \$100,000 of the Tourism Fund for Grants.

Roll Call

RC – Yes; SA; DB – Yes; DW – Yes; SH – Yes; JG – Yes;

Motion: JG 2nd: SA 6-0-0

Motion Passes

The VSB recommends a total of \$0.0 of the Tourism Fund for municipal projects

Roll Call

RC – Yes; SA - Yes; DB – Yes; DW – Yes; SH – Yes; JG – Yes;

Motion: JG 2nd: SA 6-0-0

Motion Passes



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The VSB recommends a total of \$0.0 of the Tourism Fund for Beautification projects

Roll Call

RC – Yes; SA – NO; DB – Yes; DW – Yes; SH – Yes; JG – Yes;

Motion: JG 2nd: SA 5-1-0

Motion Passes

The VSB recommends a total of \$155,000 of the Tourism Fund for Coordination and Support

Roll Call

RC – Yes; SA; DB – Yes; DW – Yes; SH – Yes; JG – Yes;

Motion: JG 2nd: SA 6-0-0

Motion Passes

Motion to recommend the fiscal year 2021 Five-Year Plan of \$705,000 to the Select Board

Motion: JG 2nd: SA 6-0-0

3. Board Member Statements

- SA – None
- AS – Thank JG, RC, DB for staying on for another year and we are all working well together.
- DW –As we promote marketing and tourism in Town, is there a plan to talk about our successful Covid numbers?
JG – we have not discussed anything but I don't know if we would want to advertise it. It would bring it to the forefront.
- DW – Where do I send visitors when they call? NC forwarded the VSB a link to the Town site with up-to-date information.
- SH – Town is very quiet and it has been very straight. We can't lose the flavor of who we are. I get a lot of positive comments on how well town has done promoting the mask situation. We need to continue to push a positive message. Many businesses will be closing early this year. We need to be supportive as a community. Push the message of we are open and it's safe to come here.
- JG – From my own store July 4th wasn't so bad and then Bear Week started and I realized everyone is gone. This week has been tough, but it didn't occur to me that business will close. It's a deadly cycle.
- SA – I wonder if the VSB should undertake a program to identify when they are going to close. Will businesses at least do something attractive on their windows? JG – You and Stephen as chamber and PBG reps can report to them and get back to us.
- SA – We are meeting on Thursday and the Bus Assoc. is bringing busses in the fall.

Roll call to adjourn at 2:12 p.m.

JG – Motion SA – 2nd

Roll call: RC – yes; SA – Yes; SA – yes; AS- yes; DW – yes; SH- yes; JG – yes

6-0-0

Respectfully Submitted,

Nina Cantor

Assistant Director of Tourism